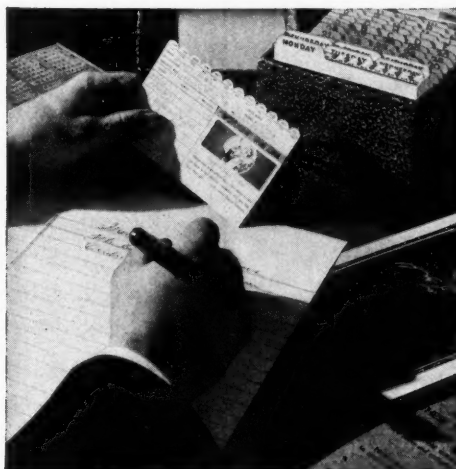


# The NATIONAL UNDERWRITER

*Life Insurance Edition*



INS. LAB.

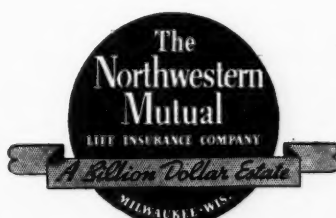


## Advantages of the Mail and Call System

Use of direct mail as part of a *mail and call* system

- helps to organize prospecting activity
- helps to build a more effective approach
- helps prepare the prospect for a better interview
- helps to build the agent's "prestige"
- helps in completing a better ratio of interviews to calls, and sales to interviews.

In addition to these and other values, representative test groups in Philadelphia, Chicago and St. Louis Agencies have recently confirmed the experience of individual agents throughout the country; namely, that for each 2c invested in Northwestern Mutual Duplex Letters, the agents average \$1 in commission returns from sales to prospects circularized.



The assets of the Northwestern Mutual, as reported to state insurance departments, now total a billion dollars—a great estate administered for the mutual welfare and protection of more than 600,000 policyholders with three billion seven hundred million of insurance in force.

FRIDAY, JULY 17, 1936



**While a widowed mother works . . .  
for the money needed every month**

MANY a father, when taken prematurely from his wife and children, has thought he was leaving enough life insurance to see them through. And it's true that a sum like \$5,000 will last several years. But often it cannot last long enough—cannot pay the monthly bills till the children are through school and able to support themselves. When it doesn't, a mother must work during years when the youngsters ought to have her daily care. There is a way by which you can make sure, right now, that your wife will never have to struggle at work for which she is barely paid.

**YOU CAN LEAVE  
your family a sure income of  
\$100 EVERY MONTH  
if you're earning \$48  
a week or more**

To keep your family together . . . to cover the inescapable month-after-month expenses . . . so see your children through school—\$100 a month for those most important years. Then a

protection has been worked out by The Union Central Life, a 69-year-old institution offering all approved plans of life insurance, with over a billion dollars in force. You will be surprised to see how much more protection this modern kind of life insurance lets you give your family—by providing money as they need it, month after month, instead of in a lump sum. For an interesting booklet showing all the advantages of the Multiple Protection Plan, send the coupon. No obligation.

THE UNION CENTRAL LIFE  
INSURANCE COMPANY  
Cincinnati, Ohio

(A full page advertisement in July 20th issue of TIME)

## "THAT WON'T HAPPEN TO MY YOUNGSTERS"

. . . is the resolution that every ambitious father makes when he sees this powerful illustration and headline.

When he reads the copy he finds in the Multiple Protection Plan the way to answer his problem. Perhaps he sends the coupon for further information; hundreds do every month. But whether he does or not the Union Central idea remains in his mind. And when the Union Central representative calls he finds a ready welcome—an interest already created in Multiple Protection, often a sale on first call.

**THE  
UNION CENTRAL LIFE  
Insurance Company**

CINCINNATI, OHIO

## MUTUAL TRUST

LIFE INSURANCE COMPANY

EDWIN A. GILSON  
PRESIDENT CHICAGO  
ILLINOIS

"AS FAITHFUL AS OLD FAITHFUL"

## MUTUAL TRUST LIFE INSURANCE COMPANY

Is The Only Purely Mutual Net Level 3% Reserve Company Domiciled In Illinois.

Its Home Office Is In Chicago—The Center of The Richest Agricultural Territory in America.

It Is One Of The Lowest Net Cost Companies In The United States Regardless Of Age Or Size.

### 20 YEAR ILLUSTRATION WHOLE LIFE (BASIS \$10,000) (Minimum Policy Issued \$2,500)

Age at Issue	Annual Premium	Sum of 20 Annual Dividends	20th Year Cash Value	Net Cost for 20 Years	Net Cost Per M Per Year
21	\$169.50	\$ 815.30	\$1,997.30	\$ 577.40	\$ 2.89
22	173.20	827.70	2,071.80	564.50	2.82
23	177.10	840.10	2,149.10	552.80	2.76
24	181.20	850.60	2,229.30	544.10	2.72
25	185.60	863.90	2,312.40	535.70	2.68
26	190.10	877.10	2,398.40	526.50	2.63
27	194.90	890.50	2,487.20	520.30	2.60
28	199.80	906.30	2,579.00	510.70	2.55
29	205.10	920.40	2,673.60	508.00	2.54
30	210.70	936.80	2,770.90	506.30	2.53
31	216.40	950.60	2,870.60	506.80	2.53
32	222.50	965.60	2,972.60	511.80	2.56
33	229.00	980.70	3,076.90	522.40	2.61
34	235.80	995.40	3,183.50	537.10	2.69
35	243.00	1,011.00	3,292.10	556.90	2.78
36	250.50	1,026.60	3,402.50	580.90	2.90
37	258.60	1,044.70	3,514.70	612.60	3.06
38	267.10	1,062.60	3,628.60	650.80	3.25
39	275.90	1,081.30	3,744.00	692.70	3.46
40	285.50	1,099.00	3,860.80	750.20	3.75
41	295.60	1,116.40	3,978.70	816.90	4.08
42	306.30	1,135.80	4,097.60	892.60	4.46
43	317.60	1,154.00	4,217.30	980.70	4.90
44	329.60	1,173.60	4,337.70	1,080.70	5.40
45	342.50	1,190.00	4,458.80	1,201.20	6.01
46	356.20	1,208.70	4,580.10	1,335.20	6.68
47	370.60	1,223.10	4,701.70	1,487.20	7.44
48	386.20	1,239.00	4,823.60	1,661.40	8.31
49	402.70	1,253.40	4,945.60	1,855.00	9.28
50	420.40	1,270.40	5,068.10	2,069.50	10.35
51	439.10	1,290.80	5,191.20	2,300.00	11.50
52	459.10	1,312.20	5,315.60	2,554.20	12.77
53	480.50	1,334.00	5,442.40	2,833.60	14.17
54	503.30	1,358.90	5,573.50	3,133.60	15.67
55	527.70	1,385.90	5,711.40	3,456.70	17.28

Dividends used here are according to the current dividend schedule. A change in this schedule would be correspondingly change the net cost showing. Amount of dividends cannot be guaranteed.

The cash value (plus accumulated dividends—if any) may be converted to a life income for the insured when he is ready to retire. This change will be made merely upon request and without charge.

**NOTHING BETTER IN LIFE INSURANCE**



# The NATIONAL UNDERWRITER

Fortieth Year—No. 29

CHICAGO, CINCINNATI, NEW YORK AND SAN FRANCISCO, FRIDAY, JULY 17, 1936

\$3.00 Per Year, 15 Cents a Copy

## Sees No Hope for Lonerган Measure

Albert Hirst, New York Attorney,  
Cites Financial and Political  
Reasons

### COMPROMISE SUGGESTED

Treasury Must Be Assured of Quid Pro  
Quo or It Won't Consent,  
He Warns

NEW YORK, July 16.—Attempts to get the treasury department's consent to a measure, such as the proposed Lonerган amendment, exempting life insurance from federal estate tax if it is earmarked to pay federal death duties will not get very far unless some arrangement is made whereby the department stands to gain at least as much as it is likely to lose, according to Albert Hirst, New York lawyer.

Mr. Hirst is counsel of the New York State Life Underwriters Association, but emphasized that in advancing this opinion he was speaking solely as an individual and as a lawyer interested in estate problems.

#### Proposes an Alternative

As an alternative to the Lonerган amendment he proposes a compromise which would give the wealthy man buying life insurance for estate tax payment a better break than he now receives, but would still give the treasury department more revenue than it would get under the Lonerган amendment.

The treasury estimated that it would lose \$50,000,000 a year in estate taxes if the Lonerган amendment were adopted and full advantage were taken of it. With government expenses at their present high level and the prospect that taxes will keep on climbing, the treasury's problem is one of finding new sources of tax and as a practical matter it cannot afford to consent to anything which diminishes the flow from existing sources, Mr. Hirst contends.

#### Not Smart Politics

For political reasons, as well, he argues, whichever party is in power would find it unwise to make any concession to the wealthiest element of the population if the arrangement were such as to diminish the tax revenue from this class while taxes of various kinds on the rest of the voters were being boosted.

At the same time, there would be no practical or political objection to giving the rich man a break if the treasury department were the gainer by the arrangement, Mr. Hirst points out. His suggestion is essentially that the government and the taxpayer split the tax on life insurance earmarked for federal death duties on a 50-50 basis, in return for which concession the taxpayer would agree that the life insurance so taken or assigned would be paid to the government even though the estate

(CONTINUED ON LAST PAGE)

## Encouraging Signs Found by American Service Bureau

### MAKES SURVEY OF BUYERS

June Showed Good Increase in Applications from Farmers, Ranchers and Rural Housewives

Encouraging signs are found by American Service Bureau of Chicago in a study covering June business and including 10,164 applications to American Life Convention companies. Better buying power in rural sections is shown. There was increase in number of farmers, ranchers and rural housewives applying for insurance.

Those engaged in manufacturing have applied for insurance during the past month in greater numbers than at any time during the past several years, according to President Lee N. Parker of the bureau. Manufacturing executives and owners lead in average amount applied for. There is an increase in number of buyers in the building trades and lumber people.

#### Auto People Better Off

Those in the automobile trades showed much improved buying power. Government employees showed substantially less, especially in the postal service and on relief projects.

The department store classification showed improvement. Beer and liquor business was improved, as were engineers. People of the theater, professional entertainers and musicians appeared better able to buy.

Average amount applied for was \$1,941, compared to \$1,919 in June, 1935, and \$2,052 last December. New insurance buyers represented 68 percent, the same proportion as a year ago but four points higher than last December. The average amount of insurance already owned was \$3,622, a substantial decrease from the \$5,386 figure of a year ago, and the \$4,765 shown six months ago. Apparently agents, in seeking new prospects, are finding a more or less unexplored field of buyers.

Farmers and ranchers led the list, the number being 1,492, compared to 1,213 a year ago and 1,141 last December. Their average application was \$1,675 and the average amount of other insurance owned was \$2,434.

#### Students and Housewives

Students were next, the average amount applied for being \$1,269 and other insurance owned \$934. Housewives, in third place, numbered 839. Average amount applied for was \$1,263 and average policy already owned, \$914.

Comparison of size of application showed executives and owners in the manufacturing industry in the lead with \$10,730 of 50 applicants, 34 applying for \$5,000 or more; printing, publishing and advertising proprietors and executives second, \$10,587; oil producers, executives and owners, third, \$9,860; bank and loan company officials, fourth, \$7,258; theater managers and producers, fifth, with \$6,306.

## Liquor Marketing Line Is Still Hazardous Industry

### LIFE COMPANIES WATCHING

See Movement to Rid Business of Bootlegger and Racketeer—May Be Improvement

NEW YORK, July 16.—The liquor business, according to reports in the trade, is getting set to rid itself of the racketeer and hoodlum elements which ever since repeal have played too large a role to suit home office life underwriters. Even when conducted in the relatively high-class manner that characterized it before prohibition, the liquor industry had its peculiar underwriting problems, mostly arising from the constant accessibility of alcoholic beverages which resulted in a definite mor-

(CONTINUED ON PAGE 6)

## June Production of Life Insurance Is 11 Percent Higher

NEW YORK, July 16.—New life insurance production for June was 11 percent ahead of June, 1935, according to the Life Presidents Association's figures. This is the fourth consecutive month in which there has been an increase. The cumulative total for the first half of this year was 1.8 percent less than for the same period in 1935.

For June, new business of all classes was \$774,123,000 against \$697,471,000 in 1935, increase 11 per cent. New ordinary, showing a monthly gain for the first time this year, was \$498,695,000 against \$451,983,000, increase 10.3 percent; industrial, \$233,333,000 against \$205,951,000, increase 13.3 percent; group, \$42,095,000 against \$39,537,000, increase 6.5 percent.

#### Six Months Figures

For the first six months, total new business was \$4,394,106,000 against \$4,476,521,000, decrease 1.8 percent; ordinary \$2,768,413,000 against \$2,980,916,000, decrease 7.1 percent; industrial \$1,359,563,000 against \$1,289,995,000, increase 5.4 percent; group, \$266,130,000 against \$205,610,000, increase of 29.4 percent.

The new paid-for business written in first six months of 1935, and 1936, with percentage increases or decreases, are shown in the following table:

Ordinary Insurance			
Month	1935	1936	Pct.
Jan.	\$ 601,300,000	\$ 447,181,000	-25.6
Feb.	490,193,000	422,587,000	-13.8
Mar.	502,619,000	473,758,000	-5.7
Apr.	468,187,000	462,376,000	-1.2
May	466,634,000	463,816,000	-.6
June	451,983,000	498,695,000	10.3
	\$2,980,916,000	\$2,768,413,000	-7.1
Total			
Jan.	\$ 824,903,000	\$ 681,506,000	-17.4
Feb.	719,598,000	665,140,000	-7.6
Mar.	768,491,000	775,982,000	1.0
Apr.	733,870,000	743,945,000	1.4
May	732,188,000	753,410,000	2.9
June	697,471,000	774,123,000	11.0
	\$4,476,521,000	\$4,394,106,000	-1.8

## Headliners for Boston Program

Commissioner DeCelles, M. J. Cleary, Charles Francis Adams, Channing Cox Scheduled

### WOMEN'S FEATURES GIVEN

National Association of Life Underwriters Ended Fiscal Year with Largest Membership in History

Announcement is made this week by the National Association of Life Underwriters of two additional speakers that will appear on the main program at the annual convention in Boston this fall, of the fact that membership in the association reached a new high at the end of the fiscal year, just ended, and of the many activities for women agents at Boston. The two additional speakers are Commissioner DeCelles of Massachusetts and Mrs. Roberta Campbell Lawson, president of the General Federation of Women's Clubs. Her subject will be: "Are Women Insurance Minded?"

The National association, at the close of its fiscal year June 30, had total membership of 26,785, the largest in its history. This was a gain of 2,478 or more than 10 percent over the preceding year. At the time of the Boston convention, according to A. E. Patterson of Chicago, vice-president of the National association and chairman of its membership committee, there will be a membership of nearly 28,000.

#### Big Gain in New York

The largest numerical gain was made by New York which added 622 members. Boston was second with 621 new members; Atlanta had 216, Cleveland 177, Akron, O., 161, District of Columbia 125, Chattanooga 116.

New York is the largest association with 2,264 members. Boston went from fourth to second place with 1,148. Pittsburgh is third with 1,130, Chicago fourth with 1,070. Cleveland, 652 and Philadelphia, 569, were the other associations with more than 500 members.

Two states, New Hampshire and New Mexico, more than doubled their membership. Manchester, N. H., expanded to 10 times its 1935 membership.

#### Trust Officers Featured

W. M. Duff of Pittsburgh, program chairman for the Boston convention, announces that discussion of cooperation between the insurance people and trust officers will be featured. This phase of the program has been arranged by F. W. Ganse of Boston, chairman of the committee on cooperation with trust officers. There will be short talks by three trust officers of Boston. They are: Charles Francis Adams, former secretary of the navy and now chairman of the board of the State Street Trust Company of Boston; L. M. Little, vice-president New

(CONTINUED ON LAST PAGE)

# Quality Business and Optimism Keynotes of Lincoln National Life Meeting

The value of quality business was emphasized and optimism for the life insurance business in the future was reflected at the final meeting of a series of regional gatherings of the Lincoln National Life at Del Monte, Cal. More than 200 honor agents and home office officials attended.

Opening remarks were made by A. L. Dern, vice-president and director of agencies, who congratulated members of the honor club on the accomplishment of a task undertaken.

"Last year," he said, "you and your associate agents throughout the country paid for 23.4 percent more new business than the previous year. I especially congratulate you because that increase was made on top of a gain of 52.3 percent the year before. Therefore, 1935 sales were 87 percent ahead of the sales for 1933. Furthermore, there were substantially the same number of agents under contract in 1935 as in 1934. This means that you made more money last year than you did a year ago and I hope that that may continue."

## Notable Reduction in First Year Lapses

"Last year I told you that there had been a notable reduction in first year lapses. This improvement has continued. To be exact, the percentage of first year lapses by amount was reduced 36 1/2% in two years. Not only have first year terminations improved most satisfactorily but total terminations, which is more important, are also showing healthy improvement. For the very large part you are writing quality business and you are writing such business as will more firmly than ever convince you that the business that stays is the business that pays."

"Other improvements include increases in the average size policy, for in 1935 the average of our new policies rose nearly 4 percent. The rate of rejection, both by number and amount, dropped in 1935 from the previous year's figure. As you continue your efforts to develop the needs which your clients have for life insurance and as you more faithfully and more skillfully fit life insurance policies to those needs, so naturally will you benefit and profit from the work you are doing. I earnestly urge that you do not let up in your efforts to bring about these improvements."

## Change Working Methods To Fit Modern Needs

In discussing effective working methods, F. W. Gale, superintendent of agencies, declared that "What was standard yesterday is obsolete today." He said it is exceedingly dangerous for any organization or individual to form an indifferent attitude towards the idea that it is a waste of time not to study and review working plans periodically, with the definite thought of discarding ideas and methods which should be regarded at this time as obsolete.

"To stand lazily by and wait for all of our helpful ideas to come to us from the outside is dangerous. If we are going to be successful in improving our methods, it is necessary that each of us form the habit of creative thinking along this line and when we develop a good idea, proceed carefully to put it into action and then make it a definite part of our successful progress. It is dangerous to get all excited about a good idea, and even applaud it—then forget it and fail to put it into action. The more frequently we succeed in developing helpful ideas from within, the more we will enjoy the thrill of real achievement, when we put those ideas into prompt action."

"We cannot build a skyscraper on a chicken coop foundation. Neither can

we build a good plan of profitable operation on unsound principles, or lack of timely knowledge. It doesn't take much ability for a man to make \$100 a month in the life insurance business. The self-satisfied \$100 per-month man is not the man to whom I am directing these remarks. The man I have particularly in mind is striving to earn from \$2,500 to \$5,000 a year and more, or if he already in that bracket, he is ambitious to do what is necessary at the right time to avoid falling down into the lower income bracket. The pay a life agent receives for services rendered to a prospect or client depends on what kind of a show he can put on when the curtain goes up."

C. F. Cross, second vice-president and manager of agencies, made the suggestion that agents measure their prospects by the home office underwriters' "numerical system of rating." Just as that system takes various factors into account, so the following elements have a definite bearing on persistency of business: Occupation, new and old policyholders, age at issue, income of insured, amount of sale, settlement with application, plan of insurance, special settlements and methods of premium payments.

## Unusual Service Is An Important Factor

"The job we have comprises many things," he declared, "and we must do an outstanding job. In order to have the right to succeed we must be of real service to our clients and any unusual success must result from unusual service rendered. We must continue to be quality agents constantly improving ourselves and our methods in selling insurance to better than average lives with better than average persistency for better than average amounts."

Medical aspects in maintaining quality production were discussed by Dr. W. E. Thornton, second vice-president and medical director.

The examiner plays an important part in the insurance business, he pointed out. "Not only does he contribute to safeguarding the mortality experience and therefore the security of your company, but he also contributes—often unconsciously and sometimes indirectly—to your success or to your difficulties. You will therefore find it to your constant advantage in regulating your relations with him, to understand thoroughly his function and study the details of various factors which center about him."

Dr. Thornton said the representative in the field today is as much concerned in underwriting and mortality of his

company as is anyone else. Not only are his sales arguments also dependent upon favorable mortality but his whole life insurance career is dependent upon it. "Our ratings are not ordinary figures," he said, "but they tell the story of the real human beings who have lived their lives possessed of these impairments and tell an accurate story of the effect. They have been adopted only after prolonged, exhaustive and expert study of all factors. That they have been changed and will be changed again should convince you that the departments concerned are keenly alert to the mortality trends of our day and country, and they are intimately familiar with every other known mortality influencing factor."

He pointed out the policy, after it is placed, has only just commenced its career. Most important criteria of quality remains to be observed. If it lapses early, there is inferiority somewhere, and any company or agent that allows a policy to lapse without proper effort being made to sustain it, is often guilty of pure selfishness; they have urged the idea of protection and security, not because they were vitally interested in the future of their customer but rather because of commission involved.

## Final Index of Quality Is When Policy Matures

"The final index of quality can be read when the policy terminates as a claim. The mortality experienced by a life company is a most decisive factor in its success. If the rate is too high, its stability is threatened especially in these days when but lean yield is obtained from the other normal sources of surplus—investment return and margin between premium loading and overhead. If the rate is too low, it means that the underwriting standards are high and that much business has been turned away. That, in turn, means a denial of our service to those whom it is our ambition to serve and at the cost of commission loss to the agency."

Sales possibilities of the salary continuance plan were analyzed by R. E. Murphy, general agent in Sacramento, who declared the plan solved a real problem. "There is great danger confronting the family when the breadwinner dies," he said, "a danger which few men think about and for which few have provided. For a year or more following death there is a 'readjustment period,' which involves a pressing need for life insurance. During that period, some provision should be made for the continuance of a man's present income, or at least a considerable portion of it, until such

time as his wife has had a chance to re-adjust her affairs to another, and usually lower, standard of living."

Mr. Murphy listed four very definite advantages to an agent in knowing and using the salary continuance plan. First, prospects are plentiful: The contract is equally applicable to the young man with no insurance and to the man with a large income who believes he is well insured. Second, interviews are short: It is possible to present the readjustment idea in a very few minutes; the amount of time spent after that is determined by the amount of interest the prospect shows.

Third, it is solving a real problem: The problem exists before the agent calls upon a man, and the chances are very great that the problem has not been solved. It doesn't take a prospect long to realize that the idea is a potent one, whether or not he buys. Fourth, the sale is only a preliminary: In most cases the purchaser expresses the desire to add to the plan some time in the near future.

It is a good "bread and butter" plan for an agent, he said, because it supplies a fundamental need, is applicable to a great number of men and because it requires of an agent the most elementary knowledge of life insurance.

"The sales presentation for the salary continuance plan is not only short and easy to give but is extremely interesting to the prospect. It is not uncommon for a prospect to say, 'That is the best plan I have seen yet,' or 'That is just what I have been looking for.' One man said that he had three life insurance men talk to him the week before, but they didn't have anything like that, or if they did that they certainly didn't tell him about it."

C. T. Murray, formerly associated with the San Francisco agency of the National Life of Vermont, has been appointed agency organizer of the West Coast Life in the same city. Mr. Murray has been in the life insurance business for more than 15 years.

## Notable Address



FREDERICK D. RUSSELL

President F. D. Russell of the Security Mutual Life of Binghamton, N. Y., who gave the keynote address at the agency convention at the head office, attacked the growing sentiment towards increasing taxes on life insurance premiums. Since assuming command of the Security Mutual, President Russell has demonstrated his ability as an organizer and administrator.

## Reports for First Six Months

(Figures below in most cases are not final but merely companies' estimates)

	New Paid Business— First Six Months		Change in Ins. in Force— First Six Months	
	1936	1935	1936	1935
American National, Ord. ....	16,624,087	16,457,360	+6,645,232	+3,770,205
American National, Ind. ....	89,983,348	96,105,319	+18,691,708	+16,969,948
American Union Life, Okla. . .	1,773,141	2,065,620	+1,016,601	+1,557,071
Amicable Life, Tex. ....	6,316,084	9,934,086	-162,586	+3,242,569
California-Western States . . .	12,156,380	9,667,830	+2,796,957	-3,106,916
Columbian Natl. Life . . . . .	7,337,390	9,285,005	+1,300,445	+828,717
Conn. Mutual Life . . . . .	44,641,053	50,272,843	+12,052,479	+10,154,591
Continental Life, D. C. Ind. . .	15,076,994	16,409,563	+1,685,654	+3,093,474
Continental Life, D. C. Ord. . .	1,620,512	1,612,592	+993,870	+836,451
Farmers & Traders . . . . .	2,018,723	2,478,140	+928,437	+612,139
Fidelity Mutual . . . . .	12,530,855	14,896,882	-1,085,372	-2,364,232
Great American, Kans. . . . .	1,364,866	1,355,593	+148,681	+744,120
Independent Life, Md. . . . .	5,739,177	3,500,000	+479,317	+265,000
Kansas Life . . . . .	600,000	255,000	+75,000	-1,263,000
Lincoln National Life . . . . .	58,141,675	64,993,809	-2,656,721	+2,042,755
Manufacturers Life, Can. . . .	29,895,021	30,679,617	+12,462,321	+10,323,373
Minn. Mutual Life . . . . .	17,750,121	14,848,334	+2,746,060	+1,657,341
Mutual Benefit Life . . . . .	63,525,487	63,540,726	-5,304,991	-35,579,305
Mutual Life, Can. Ord. . . . .	22,669,830	20,043,336	+6,376,700	+2,567,949
New England Mutual Life . . .	72,002,980	73,745,476	+30,060,072	+24,716,913
The Penn Mutual Life . . . . .	90,000,100	84,163,285	+15,541,900	-5,367,753
Seaboard Life, Tex. . . . .	2,794,414	2,665,786	+1,172,738	+1,355,141
Standard Life, Miss. . . . .	1,402,051	783,092	-505,555	-166,008
United Life & Acc. . . . .	1,895,389	1,893,354	+47,362	-505,469
United States Life . . . . .	2,719,840	1,138,810	+645,895	-596,449



## President's Club of Home Life in Meeting at Quebec

### NEW OFFICERS INSTALLED

Large Home Office Contingent Headed by Chairman Low Takes Part in Program

QUEBEC, July 16.—The President's Club of the Home Life of New York, composed of leading producers for the 18 months ended June 30, held its business meetings here this week. The program included addresses by E. I. Low, chairman of the board, who presided; Medical Director G. E. Woodford, C. C. Fulton, Jr., agency vice-president, and W. P. Worthington, superintendent of agencies.

Round table conferences were held under direction of J. F. Walsh, agency field assistant, and E. C. Kelly, Jr., conservation supervisor. Qualifications for the President's Club are based on persistency of business as well as volume, first and second year premiums lapsing during the qualification period being charged against first year premiums. Reinstatement of such lapsed business, however, is credited to the agent's standing.

Mr. Low announced that the next President's Club convention will be held at Hollywood Beach Hotel, Hollywood, Fla., Jan. 3, 1938. Concluding its business sessions Wednesday the party went on a two-day steamer trip up the Saguenay River, and returning will remain in Montreal Saturday.

An innovation was installation of club officers who won their rank for the ensuing club year by their production. They are L. L. Rothstein, Jacoby agency New York City, president; R. J. Heller, of the same agency, vice-president; executive committee: W. C. Petty, Huntington, W. Va.; T. C. Wales, Boston, and Paul Grove, Jr., Washington, D. C. This year's membership is the second largest since the President's Club was formed in 1928.

### Resists Receivership

The Alexander Undertaking Company of Gallatin brought an action in chancery court at Nashville seeking to have the Consolidated Life of that city placed in receivership. The Consolidated Life has filed a cross bill denying the allegations. That bill asserts that repeated efforts have been made to acquire majority control of the company and when these efforts were turned down, threats were made that action for receivership would be started.

Consolidated Life was organized last year. As of Dec. 31, 1935, it reported assets \$105,787, capital \$102,717, deficit \$10,726, insurance in force \$541,518.

G. M. Fisher is president, L. Barrere, secretary.

### Bankers National Increase

Bankers National Life in June showed an increase of 268 percent in paid-for volume over June, 1935. The increase in paid-for the first six months of 1936 was 85 percent over corresponding period of 1935. The tremendous June increase, to a great extent, is accounted for by a coast to coast contest staged in connection with the return of Perez F. Huff to the western coast. A large loving cup, suitably inscribed, was awarded the Connecticut agency at Hartford, winner in the contest, under leadership of General Agent Abe Goldstein. Second place was taken by George H. Hanauer agency of Montclair, N. J., and third by Irving Victoroff agency of Jersey City.

The Bankers National Life is this week celebrating its first anniversary of occupancy of its new home office building at Montclair. A special complimentary contest has been arranged, and all those contributing will receive a special extra size leather rate book cover, inscribed with the occasion of the anniversary.

## Would Use Federal Reserve Deposits for Benefit of All

### OCCIDENTAL LIFE'S PROPOSAL

Sends Letters to Three State Departments—O'Malley of Missouri Has Different Idea

The Occidental Life, which is reinsuring the business of the Federal Reserve Life of Kansas City, Kan., has written commissioners of the three states—Missouri, Indiana, and Kansas—where the Federal Reserve has deposits, to inform them that the Occidental is proceeding on the theory that the deposited securities should be used for the equal and pro rata benefit of all policyholders.

The company in its letter has asked the commissioners to wire it collect if they are not in agreement with this proposal. It states in the letter that it is its intention to carry out the contract in this manner.

If commissioners do object, suit probably will be brought to determine the wisdom and legality of the move.

### O'MALLEY TAKES ACTION

KANSAS CITY, July 16.—Superintendent O'Malley has asked the federal court here to dismiss W. R. Baker, receiver of the Federal Reserve Life, and J. F. Rhodes, attorney, as co-ancillary receivers in Missouri for the Kansas City, Kas., company.

Mr. O'Malley contends that the deposit of securities with the Missouri department imposed upon the commissioner an expressed trust with respect to Federal Reserve policyholders, and that he is directly responsible to those policyholders for those assets. He contends, therefore, that the court has no jurisdiction over these securities and

## Death of a Leader



HENRY J. POWELL  
Louisville

Henry J. Powell of Louisville, general agent of the Equitable Life of New York, developed one of the largest agencies of his company. He was a conspicuous factor in the councils of the National Life Underwriters Association of which he served as president and for many years chairman of the laws and legislative committee. He died Sunday in his city.

assets. If the court does not agree on this point with Mr. O'Malley, then he wants to be appointed sole ancillary receiver for the company's assets in Missouri.

## Death of Henry J. Powell Removes Colorful Figure

### BUILT EXTENSIVE BUSINESS

Was General Agent of the Equitable Life of New York Operating from Louisville

Henry J. Powell of Louisville, manager of the Equitable Life of New York in Kentucky, southern Indiana and southern Ohio, died in his city Sunday at the age of 70 years. He was one of the organizers of the National Association of Life Underwriters and served as its president in 1910 and 1911. In later years Mr. Powell became better known in the national body as chairman of its law and legislative committee, serving in that capacity after he was president until 1934. His report was always given at the annual convention and became one of the landmarks. He helped draft the war risk act.

### Started in 1889 with Equitable

Mr. Powell started as a general agent of the Equitable June 1, 1899, and continued in that capacity for over 37 years. His agency was one of its most extensive ones and gradually expanded to include not only the entire state of Kentucky but southern Indiana and southern Ohio. He was one of the originators of the Southern Century Club, the forerunner of the present Equitable agency clubs.

Mr. Powell was always easy on his feet in making addresses. He was convincing and inspirational. He had a keen sense of humor and an inexhaustible repertoire of stories. Therefore he was a great mixer and was popular wherever he went.

### Tribute to Mr. Powell

The Equitable, in sending out an official notice of Mr. Powell's death says:

"Replete with innumerable contributions to the cause of life insurance and particularly to the advancement of the Equitable, the career of Henry Powell will be a lasting monument to his memory and ever an inspiration to thousands in the business whose lives he touched. His work as head of a great agency brought benefit to a far greater circle by reason of the beneficence of the insurance protection he spread so extensively. Typical of the old south, Col. Powell personified traits which endeared him to his fellow-men everywhere. Of kindly disposition, animated by lofty motives, and of sterling integrity, Col. Powell was truly a man among men and a friend that can never be replaced."

### Complications in Merger

LINCOLN, NEB., July 15.—The Old Line of Lincoln, which was taken over in 1935 by Lincoln National Life, has joined with the latter in asking the Nebraska courts for a declaratory judgment defining respective rights under their contract. The Nebraska company claims that credit has not been given it for interest due on mortgages turned over as assets to cover liabilities and that by mistake the net amount due on policies was understated \$4,766. The Indiana company claims that the Nebraska company has not turned over all its records and documents and that reserves totaling \$27,461 on policies it reinstated have not been turned over.

### New Louisiana Laws

Governor Leche of Louisiana has signed a bill requiring all industrial life companies to give 30 days written notice of lapses. He has signed another bill requiring industrial life companies to have capital of not less than \$10,000. A third bill that has met his approval prohibits the writing of mortality endowment contracts by life companies and benefit societies.

## FATALIST

If a fatalistic General Agent says, in the hearing of his producers, "Oh, well, we always have a slump in Summer, and always will, and especially in a presidential year," and backs his opinion by stimulation do-nothingness, his Agency production will inevitably slump during the Summer months.

The energetic, resourceful General Agent scoffs at the summer situation, and leads his Agents in challenging its necessity.

For example, an aggressive General Agent determined to smash the "no business in Summer" legend, by making June into the best of all his Agency's 60 years of monthly periods. It was accomplished—in volume, lives, and premiums. And all came from full-time men and women. Paid life insurance exceeded last June's by 165%; paid lives by 93%; paid life insurance premiums by 148%.

This splendid achievement gave the Agency on July 1 a 48% plus over the first half of 1935, and a paid-for equal to that of last year's first 9 months.

Same Summer, same business conditions, same capable salesmen as in "Summer slump" Agencies. The difference, the man at the top!—he led!—he did not retreat!

THE PENN MUTUAL LIFE INSURANCE CO.

WM. H. KINGSLEY, President

Independence Square

PHILADELPHIA



## To the MEMBERS of the LIFE INSURANCE PROFESSION

### *An Invitation to Visit our Exhibition at the Texas Centennial in Dallas*

## THE TEXAS-TENNESSEE HALL OF HEROES

Occupying 1100 square feet in the Varied Industries Building, The Texas Tennessee Hall of Heroes depicts in dramatic photography, sound and music, the story of the early Tennessee pioneers who settled Texas, fought its battles, established its homes, reared its children.



A special invitation to our contemporaries in the Institution of Life Insurance is extended. Come, make our headquarters your headquarters. Free telephone service . . . writing desks and lounge space. Miss Christine Lamb, pictured above, behind the model of our exhibit, with the Solemn Ole Judge, George Hay, of Radio Station WSM, is the hostess and will be pleased to greet you.

GROWING GREATER EVERYDAY

**The NATIONAL LIFE AND  
ACCIDENT Insurance Co., Inc.**



HOME OFFICE, National Building, NASHVILLE, TENN.  
C. A. CRAIG, Chairman of the Board, W. R. WILLS, President



THE SHIELD  
COMPANY

## Many Clashes in Oklahoma Board

Jess Read and Philpott Are at  
Loggerheads on Many  
Issues

### REVIEW THE BACKGROUND

Political Considerations Are Found Be-  
hind the Running Controversy—  
Atmosphere May Clear Soon

OKLAHOMA CITY, July 16. — Strained relations that have existed among members of the Oklahoma insurance board for the last year or so have resulted in the refusal of Commissioner Jess G. Read, who is also president of the board, to sign minute records of several meetings.

Although in perfect accord on many of the major issues, such as agency cleanup and the like, differences have crept into the meetings on matters of less magnitude.

Commenting upon the fact, the president said he had never declined to attach his signature when the records stated facts.

The board is composed of three members: Mr. Read, president; Sharpe W. Philpott, secretary, and State Fire Marshal W. C. Theimer, member. Read's office is elective, the other two are appointees of the governor.

#### Read Feels Slighted

All three members are reluctant to discuss the matter although it is known that Mr. Read feels that political pressure has been exerted against him and although holding the office of president, he feels that he has been ignored and given little or no consideration nor voice.

He objected strenuously to adoption of a recent resolution, presented by the secretary, and voted 2 to 1, which provided that refusal to sign the minutes by a member should be considered a negative vote. His objection was based on the contention that "a member's signature might be refused because of one sentence, while he was in perfect accord with the rest of the minute record."

Disagreement appeared early in January, 1936, over dismissal of an employee who had been with the board for four years. This was effected during the absence of Mr. Read from the city. Upon his return he called a meeting to protest the dismissal during his absence. By vote of the president and Mr. Theimer she was retained.

#### Examination of State Fund

Another point of discord arose when copies of an examination of the state insurance fund were issued as having been approved by the board and signed by the secretary, when that body had officially declined to approve it. The examination was not made by the board's auditor, which point Mr. Read challenged.

The president disclaimed all responsibility when authority was given in the name of the board to a local weekly publishing company to circularize insurance companies and others, in order to sell copies of the Oklahoma insurance laws, claiming that they had approval of the state insurance body.

He also denied responsibility and all knowledge of the board's authorizing an investigator to go into Missouri to examine certain auto liability companies of that state, without first conferring

(CONTINUED ON LAST PAGE)

## Agency Chiefs Are Now Facing Raiding Problem

NEW YORK, July 16.—The extreme scarcity of good prospective agents is bringing forcibly to the attention of general agents and managers the necessity of keeping agents they now have thoroughly sold on their present connections, for there is an increased temptation to those who are not overly scrupulous to do a little recruiting by raiding the other fellow's plant.

The inter-company fair practices agreement, with its provision that no agent of another company shall be placed under contract without first communicating with that company, has of course helped a great deal. Yet those who wish to can readily evade the spirit of the agreement.

#### Must Sever Connection First

Many of the leading agencies go much farther than the agreement and will not even discuss putting a man under contract unless he has definitely severed his connection. At the same time they are vigilant to see that their present agents have no just cause for wanting to switch to some other office.

Agents must be made to realize that they are getting a type of service and leadership that they would miss badly if they went anywhere else. Homogeneity of the agency personnel can mean a great deal. Mixing different types of men who have no common denominator except that they are good life insurance salesmen is likely to be a breeder of friction. Men like to be associated with men of their own type. Also the general agent's difficulties are multiplied when he has to familiarize himself with the traits and foibles of several different types of agents.

#### "Bait" Conceals the Hook

It is when someone comes along and offers a good agent more in the way of "bait" than he is getting at his present office that the general agent's powers of holding his men's confidence is tested. Obviously, if the lure is large, the protesting general agent is either planning on getting his money's worth out of the agent or he is planning to chisel the bait down considerably after the agent has made the switch. If the agent has confidence in his present agency manager he will be convinced when the hook hidden within the bait is pointed out to him, when he might otherwise look upon such good advice as being prompted solely by ulterior motives.

#### Temptation to Let Down

Drawing accounts are frequently used as bait but are soon withdrawn if the agent doesn't earn at least an equivalent sum in commissions, no matter what the original agreement may have been. Since the agent's reason for making the switch is usually to get more money for less work, he is tempted to take things a little easy, particularly when he is assured of a definite monthly income from the drawing account.

Such jobs do not last very long but occasionally pay well until the general agent decides he is merely throwing good money after bad. One agent has got himself taken on successively by more than half a dozen agencies and in one place got a drawing account of \$5,000 a year.

The "sniping" of agents is a subject upon which agency heads have diverging views. While all agree that it should not be done, some are strong for strengthening the rules and agreements while others say that if anybody else can get their agents away from them he is welcome to them.

Keep your summer production up to par. Read the back cover of this issue.



## National Negro Life Group Holds Convention at Detroit

### NEW OFFICERS ARE ELECTED

**W. S. Hornsby New President—Prizes Awarded Winners in Negro Insurance Week Drive**

Represented by 21 companies and seven underwriters associations, the National Negro Insurance Association held its annual convention in Detroit. Among those on the program was Commissioner Ketcham of Michigan, who extended welcome on behalf of the insurance department. W. S. Hornsby, general manager Pilgrim Health & Life, was elected president to succeed C. B. Gilpin, secretary Richmond Beneficial. Other officers were named as follows:

#### Officers Are Elected

First vice-president, G. D. Rogers, Central Life, Tampa, Fla.; second vice-president, L. C. Blount, Great Lakes Mutual, Detroit; third vice-president, G. W. Hill, Winston Mutual Life, Winston-Salem, N. C.; fourth vice-president, B. W. White, Richmond Beneficial; secretary (reelected), W. E. Stewart, Supreme Liberty Life, Chicago; assistant secretary, C. L. Townes, Virginia Mutual Benefit; treasurer, B. L. Jordan, Southern Aid Society, Richmond, Va.; chaplain, J. H. Lewis, Afro-American Life, Jacksonville, Fla.; statistician, Cyrus Campfield, Atlanta Life; actuary, A. M. Walker, Universal Life, Memphis, Tenn.; general counsel, Harry H. Pace, Supreme Liberty Life; historian, M. S. Stuart, Universal Life.

#### Executive Committee Named

Executive committee: W. S. Scott, chairman, Guaranty Life, Savannah, Ga.; A. W. Willis, Universal Life; C. B. Gilpin, Richmond Beneficial; G. W. Cox, North Carolina Mutual; C. H. Fearing, North Carolina Mutual, and officers ex-officio.

The following agents won production honors in the campaign during National Negro Insurance Week, May 11-16: Ordinary, first, W. C. Ross, Flint, Mich., Supreme Liberty Life; second, J. V. King, Oklahoma City, Universal Life. Industrial, first, J. R. Beavers, Atlanta, North Carolina Mutual Life and second, C. H. Bragg, Birmingham, Atlanta Life.

## PERSONALS

**Allen May**, general counsel General American Life, has been elected president of the Civitan Club of St. Louis.

**John J. Moriarty**, vice-president General American Life, has resumed his duties following a brief illness due to a throat infection. Unfortunately his illness prevented him from attending the recent convention of the production clubs at Mackinac Island, Mich. It was the first agency convention he has missed since his connection with the company.

**Chester H. Kessler** of Irvington, N. J., was drowned while swimming at Macon, Ga. Mr. Kessler was for eight years with the Prudential home office as an examiner and had been transferred to the Spartanburg office, but was taking a brief vacation before entering upon his new duties.

**George H. Chase**, 72, for many years secretary Masonic Life, later the Buffalo Mutual Life, died in Buffalo. He became associated with the Masonic in 1893, advancing through various ranks to that of secretary. When the Buffalo Mutual was formed he continued in the same office, holding it until January 1 of this year when he retired.

Mr. Chase had been a member of the Masonic order for 43 years and in 1927

in a conclave at Boston attained its highest honor, the 33rd degree. He was a past master of Washington lodge of Buffalo, also former president of the Past Masters Association of Erie county. Funeral services were held in his home in Buffalo with highest Masonic honors.

**Elmer Letterman**, outstanding personal producer of the New York ordinary office of the John Hancock Mutual Life, was in San Francisco last week en route to Honolulu, where he and Mrs. Letterman will spend their honeymoon. Mr. Letterman has, for a number of years past, produced and paid for in excess of \$2,000,000 annually, last year reaching the \$2,500,000 mark. While in San Francisco Mr. and Mrs. Letterman were guests of the Karl L. Brackett agency of the company.

**Frank B. Swanson**, leading producer for the past five years in the home office agency, of the Occidental Life of Los Angeles, has been elected president of the Wilshire Lions Club. He is one of the outstanding producers of Los Angeles and has consistently been a leader for the first six months of 1936. He won the cup for paid production for three months of 1936. This trophy is presented by the home office to the agent who leads the company in paid monthly production for the most of 1936.

## THE WEEK IN INSURANCE

Many new program features for Boston convention of National Association of Life Underwriters are announced. **Page 1**

Life companies watch movement in liquor industry to rid business of bootlegger and racketeer. **Page 1**

Greater buying power, more optimism seen in results of survey of applications in June by American Service Bureau, Chicago. **Page 1**

Little hope for Loneragan Amendment seen by Albert Hirst, New York lawyer. **Page 1**

Quality business and optimism keynotes of Lincoln National regional meeting at Del Monte, Cal. **Page 2**

Henry J. Powell of Louisville, manager of the Equitable Life of New York and former president of the National Association of Life Underwriters, is dead. **Page 3**

Suit to enjoin submission of Missouri insurance code filed by attorney general. Temporary restraining order issued. **Page 9**

Due to a scarcity of good prospective agents, raiding is now becoming a problem to general agents and managers. **Page 4**

Life Insurance Presidents Association figures for June show 11 percent increase over June of last year. **Page 1**

National Negro Insurance Association holds annual convention in Detroit. **Page 5**

Background of the controversy between Insurance Commissioner Read and S. W. Philpott, secretary of the Oklahoma Insurance Board, is reviewed. **Page 4**

President's Club of Home Life of New York holds gathering in Quebec. **Page 3**

Occidental Life would use state deposits of Federal Reserve Life for benefit of all policyholders; O'Malley of Missouri objects. **Page 3**

Edward A. Woods Company of Pittsburgh, general agent of the Equitable of New York, holds its annual educational conference. **Page 9**

Security Mutual Life brings out several new policy forms. **Page 16**

Minnesota Mutual Life announces dividends for ensuing year, interest rates and new extended income insurance rider. **Page 16**



**Every Summer**

for the past three years NWNL's leading producers and leading general agents and managers during the annual Arnold Month campaign have been invited by President Arnold to spend four days as his guests at his wilderness cabin, "The Pines," situated on an island in Basswood Lake on the Canadian Border. Here in this sportsman's paradise fishing is the order of the day, and those who are privileged to attend bring back fabulous catches as well as an abundance of tall stories. To the real lover of the great outdoors, a Basswood vacation is the supreme treat.

**HOME OFFICE**  
MINNEAPOLIS

**IN 1935** only 2 of the 93 life companies operating in Minnesota made a greater gain in the total amount of insurance in force on the lives of Minnesota residents than did NWNL. Only 3 of the 93 exceeded NWNL in new business produced in the state. (Group and industrial business excluded).

**NORTHWESTERN NATIONAL LIFE INSURANCE COMPANY**  
O. J. ARNOLD, President  
**STRONG ~ Minneapolis, Minn. ~ LIBERAL**

**IN THE SPORTSMAN'S PARADISE—MINNESOTA, THE LAND OF 10,000 LAKES**

## B. M. A's "DAWN PATROL"

*Makes Possible This*

## 24-HOUR SERVICE

Long before the appearance of B. M. A.'s home-office workers, a special crew, the "Dawn Patrol," is sorting out the early morning mail for incoming applications. By nine o'clock these applications are ready for checking by the regular departmental workers.

B. M. A. has always recognized the prompt handling of applications as an important factor in offering service to its salesmen as well as the applicant. Delay may prove costly to both as unexpected situations may arise while the application is being passed upon and the policy issued.

That is why B. M. A. considers the "Dawn Patrol" as a very necessary adjunct to its organization. And that is why B. M. A. has a surprisingly high percentage of contracts in the return mail within twenty-four hours . . . Thanks to the "Dawn Patrol."

## BUSINESS MEN'S ASSURANCE CO.

Kansas City, Missouri

W. T. Grant, President

### VACATION PASTIMES AND BLOOD PRESSURE

The Northwestern National Life in its vacation bulletin puts a damper on some of the summer pastimes and when blood pressure becomes a factor the bulletin issues a warning, which if followed will tend to curtail hot weather pleasures. For instance, the bulletin declares that if one bets on a golf game his blood pressure can easily go up 20 points. Getting angry in a sand trap on a golf course shoots it up another 20 to 30 points. If one clenches his teeth, becomes profane and breaks a club over a knee, the pressure may jump 80 points. If a golfer has considerable difficulty in climbing up a hill on a course, the blood pressure may rise 30 points.

#### Vacation Strains

The point made by the Northwestern National Life is that while vacations are very salutary, unwise ones may shorten lives especially if blood pressure has to

be watched. Here are some of the vacation excitements and strains that cause a rise in blood pressure, according to the Northwestern National:

Pushing yourself frantically to get your work in shape so you can go on a vacation.

Working frantically to catch up after returning from a vacation.

Driving hundreds of miles at high speed to get some place or other in too short a time.

Gambling on golf, bridge, or any other game.

Fishing for tarpon, sailfish, and other big gamefish which involves long grueling battles.

Mountain climbing.

Long hard swims.

Carrying city excitement along via radio: Listening to market quotations, prize fights, etc. All abnormal "grandstand" excitement.

### Liquor Marketing Line Is Still Hazardous Industry

(CONTINUED FROM PAGE 1)

ality rise among policyholders in that field.

When repeal made liquor legal again, many big-shot bootleg racketeers had the money, experience and organization to go into business openly rather than in the nominal concealment in which they had operated. They became officials of distilleries and distributing companies, or got the exclusive agency for a lucrative sales territory.

However, the end of prohibition did not repeal the business methods used by the bootleggers and these were carried over to an unfortunate extent, plaguing the newly legalized industry and severely handicapping those who wanted to operate in an ethical and legitimate way. Strong-arm methods and the bribing of bartenders to push a particular brand gave the business a low tone, and caused life companies to consider applications from such a field of dubious desirability.

#### Violence in New York War

During the recent liquor price-war in New York City violence was used to prevent delivery of a truckload of liquor to a store prominent in the battle of prices. The driver was hauled from his seat and the truck driven away before it could be unloaded.

Indications are that better elements in the liquor business are gaining ground and will shortly be able to curb the racketeering tendencies of former bootleggers sufficiently so that life companies will be able to look more favorably upon persons engaged in marketing alcoholic beverages.

#### Lustgarten Agency Outing

The annual educational conference of the Lustgarten agency Equitable Life of New York in Chicago will be held at Wawasee, Ind., Aug. 24-26. More than 32 agents have already qualified for attendance. For the first five months of 1936, paid volume of the agency was \$7,392,591, with paid premiums \$254,900.

#### New England Agents' Meeting

The Equitable Life of New York agencies of New England will hold a meeting at Wentworth-by-the-Sea near Portsmouth, N. H., Sept. 9-12.

Fred L. Galm, home office underwriter of the Prudential, leaves next week on his seventh trip in as many years to the Saar region of Germany. He will return a month later with Mrs. Galm, who is visiting her parents there. They met in 1929 while Mr. Galm was touring the continent and have made the pilgrimage each year since.

### Murrell Makes Good Use of Summer Prospect Round-up

The Connecticut General Life's annual summer round-up of prospects is utilized in organized fashion by the T. G. Murrell agency in New York City. The entire agency concentrates on one type of prospecting for a two-week period, then on another type during the next two weeks for the entire "round-up." This spotlighting of prospecting by various methods not only unearths many valuable prospects but also develops a fund of experience and indicates which methods are the most useful generally and which are most beneficial to certain men.

#### New Manager at Charleston

P. L. Pinkussohn has been appointed manager at Charleston, S. C., for the Volunteer State Life, succeeding C. T. Prause, who has opened a fire insurance agency.

See the back cover of this issue for an effective summer sales plan.

### Honor Long Service



CLIFFORD ELVINS

In recognition of his service as secretary and treasurer of the Insurance Institute of Toronto, for the past 29 years, Clifford Elvins, advertising manager Imperial Life, was given a grandfather clock. He is a former president of the Insurance Advertising Conference and is well known in the United States as well as in Canada.



## Boom Started



MARTIN L. SELTZER

The Des Moines Association of Life Underwriters has started a campaign in behalf of Martin L. Seltzer for election as a trustee of the National Association of Life Underwriters. Des Moines has had one man on the board of trustees—E. R. Gray, assistant manager Prudential—but his term will expire at the time of the Boston convention this fall.

Mr. Seltzer is general agent of the Aetna Life in Des Moines. He is one of the most prominent general agents in that city. He served as chairman of the attendance committee when the National convention was held in Des Moines last year. He is president of the Iowa State Association of Life Underwriters and is a past president of the Des Moines association. He started in the business in 1908, served as a personal producer for 14 years and started in agency organization work in 1924.

### Fletcher With Continental

L. H. Fletcher has been appointed general agent in Cleveland by the Continental Assurance of Chicago, with headquarters in the East Ohio Gas building. He has been in the Cleveland agency of the Union Central Life the past six years, being a member of the company's half-million club in 1935. He was formerly for six years associated with the Northwestern Mutual. In the recent Cleveland sales congress, Mr. Fletcher was judge in the court of time control, he being well known in the life insurance field as a time control expert.

W. N. Watson, general agent of the Connecticut Mutual in Boston, presided there at the sales executive conference division of the 32nd annual convention of the Advertising Federation of America. He has recently been reelected as president of the sales managers club of Boston for a second term.

### Occidental Life Announces New House Organ Editors

The Occidental Life of Los Angeles announces valuable additions to its publicity staff and editors of its house organ called "The Pulse." R. H. Belknap, the new editor, is assistant agency secretary. He has had both home office and field experience, carrying a rate book and acting as general agent. H. Dixon Trueblood is made associate editor. Upon graduating from Indiana University he joined the home office staff of the Union Central Life and for four and a half of his seven years he was editor of its house organ.

The Occidental Life is making great strides these days and is constantly enlarging its scope.

## A. & H. Is Good Approach For the Life Agent

Some agents who are primarily interested in life insurance production have found that an effective procedure, particularly in the early years, is to make the direct approach in behalf of accident and health insurance or noncancellable accident and health and then bring up the subject of life insurance casually after the accident sale has been made.

The theory seems to hold true that an agent's production, as he becomes seasoned, depends to a considerable extent on the number of policyholders that he has. An agent will get three or four times as many policyholders in a year by soliciting accident insurance than if he concentrated on life insurance. But those to whom he sells accident policies are excellent prospects for life insurance and with the ultimate aim of becoming a real life insurance producer, some feel that a new agent can very profitably concentrate during his first year or two in the business on accident insurance, bearing in mind that in later years the agent's life insurance production bears a very definite relation to the number of policyholders that he has.

### Sale Is Quicker

The sale of accident insurance is generally quicker and easier than the sale of life insurance. A more natural atmosphere surrounds the transaction because the emotional element does not enter into the sale so strongly as it does in life insurance. An agent can place an accident policy and then casually mention to the client that he handles a general line of insurance, including auto, mobile, life insurance, etc., and that he would be pleased to handle the other insurance transactions of the client. Occasionally the clients may have been thinking of life insurance and will take advantage of the time, the place and the agent to give an order for life insurance. At the same time, he might have put up his guards if he had been approached directly on a life insurance proposition.

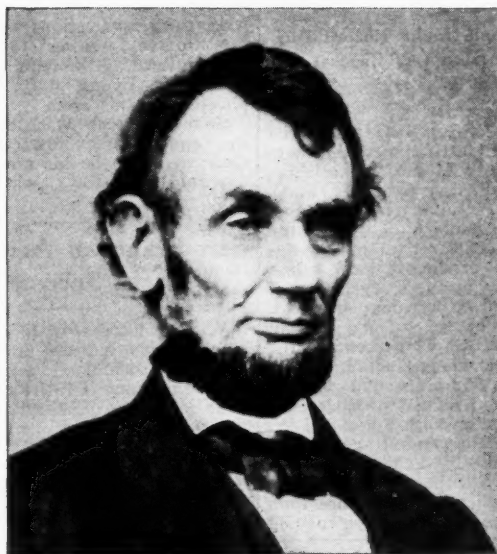
### Good Opening Wedge

Those who are promoting the sale of noncancellable accident and health on the part of life insurance agents point out that "non-can" offers the life insurance agent an unusually good opening wedge. The "non-can" application develops vital information. It shows how much life insurance a man carries since the "non-can" companies request this information so as to learn how much disability insurance the applicant may have. Thus the agent who places a "non-can" policy may find that the buyer should have \$10,000 or \$15,000 more life insurance and he can bring up that subject in a casual way.

### To Have Daily Summaries

The plan of preparing daily summaries of the speeches during the general sessions of the National Association of Life Underwriters, which was introduced last year at Des Moines, is to be repeated this year. The work is to be done by a committee headed by K. H. Mathus, Life Insurance Sales Research Bureau. Condensed reports will be in such a form that they can be inserted in the convention booklet. Other members of the committee are D. Bobb Slatery, Penn Mutual; Herman Koch, Jr., New England Mutual; J. H. McCarroll, Bankers Life of Des Moines; J. E. Bragg, Guardian Life, New York; Lloyd Patterson, Massachusetts Mutual, New York, and Frank Pennell, State Mutual, New York.

See the back cover of this issue for an effective summer sales plan.



THE LINCOLN NATIONAL LIFE PROVIDES ITS FIELD MEN WITH:

## National Magazine Advertising

Prestige that accrues to a national advertiser is shared by field men of The Lincoln National Life. Direct sales ads in national media give all LNL men a decided sales start.

## THE LINCOLN NATIONAL LIFE INSURANCE COMPANY

FORT WAYNE, INDIANA

Insurance in force December 31, 1935—\$879,000,000

ITS NAME INDICATES ITS CHARACTER

## PACIFIC COAST AND MOUNTAIN

### San Francisco Contest Month

**Aetna Life People Make Record During June in Honor of General Agent Whatley**

SAN FRANCISCO, July 16.—Writing 178 applications for new business in June, "Whatley Month," in celebration of the third anniversary of F. C. Whatley as general agent, the San Francisco branch office of the Aetna Life broke the 1935 record of 128 applications and produced more than \$500,000 of new business, exclusive of annuities, group or accident business. Accident cases of the agency written during June equaled 25 percent of the entire 1935 accident production of the agency.

A. E. Flamer, personal producer, directed the campaign with the aid of W. V. Power, assistant general agent. Paul DeLos headed the list at the conclusion of the contest, with the production record of 24½ applications for more than \$90,000, exclusive of group, accident and

annuity. Paul Gram was second with 14 applications; A. E. Flamer, third, writing 10 applications; Edwin Robinson, fourth, writing 13 applications; Fraser Reed, fifth, with 8 applications and C. C. Evans, sixth, with 8½ applications to his credit.

General Agent Whatley has invited the agency members, together with their wives, to be his guests the entire day July 24, at the Castlewood Country Club.

### San Francisco Association Closes Successful Season

With an increase of 12 percent in paid membership, increase of better than 50 percent in surplus and a number of notable achievements to its credit, the San Francisco Life Underwriters Association has closed its official year under the administration of President James M. Hamill. The association at present enjoys the largest membership of its existence, now more than 300, with the exception of 1932 when the National

association convention was held in San Francisco.

One of the most important achievements of the year was establishment of a life insurance committee in the San Francisco chamber of commerce. This committee has already handled a number of important matters, having as chairman F. A. Wickett, New York Life, with M. R. Nyman, Occidental Life, vice-chairman. Another important achievement was introduction of new "talent" into the association. So successful was the work of at least two of these recruits that they were this year elected to the official family. They are Desmond G. Kelly, Equitable Life of New York, who served as chairman membership committee and A. E. Flamer, Aetna Life, who served as chairman attendance committee.

#### New Talent Recognized

This year Mr. Kelly was elected vice-president representing the personal producers section and Mr. Flamer was elected secretary-treasurer. A number of other new workers were also developed and it is expected several of these will again be named to important committee chairmanships and elected directors.

### To Attend Aetna Life Rally

SAN FRANCISCO, July 16.—W. V. Power, assistant general agent, and Paul DeLos, personal producer, of the Aetna Life agency at San Francisco, will appear on the program of the regional convention of the company at Lake Tahoe, Aug. 25-28. Others from the San Francisco agency who have qualified to attend the conference, other than the two appearing on the program, are Paul Gramm, Harry Cravens, A. E. Flamer and David Walker.

In addition to the six qualified underwriters and their wives who will attend the convention, F. C. Whatley, general agent, will have as his personal guests, six additional personal producers and their wives. The latter six underwriters qualified for the convention following a special campaign conducted by the San Francisco agency.

### Julian Price Is Honored

James Sewell of Los Angeles, manager Jefferson Standard Life, gave a luncheon in honor of President Julian Price of his company who visited in the southern part of the state. Insurance Commissioner Carpenter of California and general agents and managers in the section attended. Mr. Price was one of the delegates to the Democratic national convention at Philadelphia. He stated in his talk that he notes a decided spirit of optimism throughout the country.

### Stoessel Is Making Good

W. J. Stoessel of Los Angeles, manager of the National Life of Vermont, has made an excellent record since he took over the southern California agency. His increase in June was over 300 percent. R. W. Hefflefinger of the agency ranked second for the National Life in June and Paul G. Hausman of the agency, third.

### On Rose Festival Committee

W. C. Schuppel, executive vice-president Oregon Mutual Life, has been named on the official committee to handle the 1937 annual Rose Festival in Portland, Ore. Mr. and Mrs. Schuppel were recently prominently named in the July issue of "American Home" in an article, "A Garden Perched on an Oregon Hillside."

William J. Miller, a representative of the New York Life in Hartford, will be the next president of the American Legion for Connecticut. He was severely injured in the war. He lost both legs and gets about in a wheel chair. He possesses a pleasant personality and devotes himself to a study of life insurance.

See the back cover of this issue for an effective summer sales plan.

## Basis for Federal Tax on Annuities Discussed

The Harris Trust & Savings Bank of Chicago "Estate & Tax News," in speaking of federal taxation of annuities has this to say:

"Recently much interest has been evidenced in the manner in which annuities issued by life insurance companies are treated under the federal income tax and estate tax laws. Although few rulings and decisions affecting taxation of annuities are available, in the following paragraphs the basic principles are explained.

"As is well known, the income from an annuity consists of two elements: (1) a return of principal, and (2) interest. Constitutionally, that portion of each payment which represents interest may be taxed as income. Inasmuch as it is not practicable to determine the exact amount of 'interest' included in each payment under an annuity contract, Congress has prescribed that an amount equal to 3 percent of the cost of the annuity shall be assumed to be 'interest.' Such 'interest' is taxable as income until the aggregate amount received by the annuitant, and not taxed as income, is equal to the cost of the annuity, after which the entire amount of each payment is taxable.

"The liability of annuities for federal estate tax is primarily dependent upon the form of the contract. The only rule which applies to all annuities is that they are to be treated as ordinary property, and not as life insurance. The special \$40,000 exemption granted to life insurance, therefore, is not deductible from the value of an annuity.

#### Tax Based on "Transfer"

"In determining whether any particular annuity is subject to estate tax, the fundamental principle that the tax is imposed on the 'transfer' of property and property rights, and not on the property itself, must be kept in mind. Where nothing is 'transferred,' no tax can be assessed. But if death does mature or ripen a property right of some one other than the decedent, the value of the annuity for purposes of the tax will be the present value of the amounts payable thereafter.

"Under a 'straight' or 'life' annuity, the insurance company is obligated to make payments only for the life of the annuitant. At the annuitant's death all installments cease, even though death occurs after only one payment is received, and any balance in the hands of the insurance company is forfeited. Hence, nothing passes under the terms of the contract to any person other than the annuitant, and no estate tax may be imposed.

"In the case of a 'refund' annuity which provides for annual payments to the annuitant for life, with a lump-sum cash refund to a named beneficiary in the event the aggregate amount paid the annuitant is not equal to the cost of the contract, the amount taxable would be the full value of the 'refund.' If instead of a single cash settlement, the contract provides that the insurance company is to continue making periodic payments to the beneficiary until a guaranteed number of installments have been paid, the amount taxable would be the aggregate amount receivable by the beneficiary, discounted at 4 percent per annum."

## ● SELL Accident and Health Insurance

### The Accident and Health Review

tells you how, gives you new sales ideas and suggestions, latest news, court decisions, etc., etc.

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## DISABILITY BENEFITS FROM THE FIRST DAY

That's another practical feature of Pacific Mutual 5-Way Life Insurance. Both the Sickness and Accident disability income benefits go into action on the first day of disability—and pay for from one day to one year.

These Sickness and Accident benefits, as well as the Loss of Limb or Sight and Old Age benefits, represent money payable to the client personally. Then, of course, there's also the Life Insurance protection for the beneficiary. All 5 benefits in one policy unit.

**The Pacific Mutual Life Insurance Company**  
Founded 1868

GEORGE H. COCHRAN  
CHAIRMAN

A. N. KEMP  
PRESIDENT

HOME OFFICE -  
LOS ANGELES  
CALIFORNIA

OFFICES  
IN  
42 STATES

ASSETS -  
OVER  
\$215,000,000.00



## Educational Conference Is Held by the Woods Agency

MANY ADDRESSES WERE GIVEN

W. M. Duff, President of the Big Organization, Discussed the Plans for the Year

The Edward A. Woods Company of Pittsburgh, general agent Equitable Life of New York, has concluded its 37th annual educational conference. This year more than 400 agents and their wives attended the sessions held in Ocean City, N. J.

L. C. Woods, Jr., was in charge of the first session, which was addressed briefly by Wm. M. Duff, president and manager of the Woods Company. F. B. Runyon, superintendent of agencies for the eastern department of the Equitable, addressed the group on "Some Facts Which May Influence Future Sales." He presented a series of helpful suggestions for agents, reminding them that the insurance business was less affected by the depression than any other and, as a result, was climbing to the levels of 1928 and 1929 more rapidly. Pointing out that life insurance was a great factor in lessening the disastrous effects of the depression, Mr. Runyon said: "While life insurance had its origin in private enterprise, it has attained a commanding position as a world force for betterment of social conditions."

### Modern Prospecting Methods

E. L. Kurtz, field instructor for the Equitable, discussed "Up-to-Date Prospecting Methods." He described changes in types of insurance sold and characterized the income settlement as most popular. He said: "The days when an agent went out depending upon prospects picked up at random are passed. Today a salesman studies the background of the client, investigates his salary and expenses, learns his ambitions and knows which policy form will be to his advantage."

Paul B. Banks, of the Emmet J. Murphy agency, Philadelphia, presented the topic "Your Policyholders—Your Greatest Asset." "It is inevitable," Banks said, "that when an agent is interested in his clients, they in turn are interested in him and in the success of his business."

W. J. Powell, vice-president of the Woods Company, commented on Mr. Banks' talk and summarized the activities of young business executives in various fields.

A. M. Spalding, assistant agency vice-president of the Equitable, spoke on "Success Factors." Lee Seymour of the A. F. Ott Agency, New York City, discussed "Securing a Franchise for Budgeted Package Insurance."

### Business Insurance Discussed

C. J. Westermann, superintendent of the bureau of conservation and service for the Equitable, presented "Business Insurance." "Some Legal Aspects of Business Insurance" was discussed by C. A. Woods, vice-president and counsel for the Woods Company. This session was concluded by W. J. Graham, vice-president of the Equitable, on "Group Insurance—Our Silver Jubilee."

At the closing session Wm. J. Cummins, assistant superintendent of the agency, was in the chair. The opening address was made by Mr. Duff, who discussed the agency plans for 1936 and emphasized the need for each agent developing a definite plan for himself in his work if he would be successful. Gage E. Tarbell, senior director of the Equitable, gave an inspirational address in which he discussed life insurance business and the Equitable as a company.

The convention was closed with an interesting talk by H. B. Wells, judge of the court of appeals of New Jersey.

## Connecticut Mutual Ranks High in Texas Production

Indicative of the progress which the Connecticut Mutual has made in its three years of operation in Texas, is its prominence in the 1936 leaders' round table of Texas. Sixty-eight Texas agents qualified for membership and of this number 13 were Connecticut Mutual men. Eighteen companies were represented with membership and the Connecticut Mutual ranked second, being nosed out for first place by the Southwestern Life of Dallas, which had 17 members.

The following Connecticut Mutual men qualified: R. H. Dooley, H. Carlisle, Dallas; W. R. Meredith and C. B. Peterson, Dallas; J. G. Hill, Dallas, now of Nashville; R. Beal, C. Maer, A. W. Hawkes and R. F. Young, Fort Worth; C. Darling and D. Day, Houston; A. H. Pegues, Jr., San Antonio, and M. Burt, Austin.

Entering Texas in 1933, the Connecticut Mutual in that state has paid for over \$18,500,000 of life insurance and retirement annuities through the agencies of E. F. White, Dallas; G. A. Helland, San Antonio, and E. D. Shepherd, Sr. and Jr., Houston.

## Attorney General Sues for Missouri Code Injunction

HEARING IN SET FOR AUG. 5

Wholesale Allegations of Fraud in Initiative Petitions Made—Technical Defect Found

JEFFERSON CITY, MO., July 16.—Circuit Judge Sevier has issued a temporary restraining order stopping Secretary of State Brown from certifying for publication the proposed 100,000 word insurance code amendment. He set Aug. 5 for hearing after Attorney General McKittrick filed a petition for a permanent injunction.

Mr. McKittrick made wholesale allegations of fraud in his petition, challenging each of the petitions from 10 congressional districts.

It is now too late for the circulation of new petitions. So if the court should issue such an injunction the taxpayers would be saved the \$275,000 newspaper printing bill and other expenses incident to the state-wide vote on the bill.

A technical defect has also been found in the initiative petitions. The state con-

stitution provides that the style of all bills submitted under the initiative provisions shall read: "Be it enacted by the people of the state of Missouri." But the bill as presented to the secretary of state's office reads: "Be it enacted by the general assembly of the state of Missouri." If the courts decide the constitutional provision is mandatory, the code measure would be invalidated by this defect. But if the courts should hold that it is merely directory, the act would not be invalidated.

### "Damnably Outrage," O'Malley Says

Superintendent O'Malley has declared his opposition to the proposed new code and has called upon the leaders of the Democratic party to repudiate any of its members involved in the plan to place the bill on the ballot at the November election. He termed the proposed \$275,000 treasury raid "a damnably outrage."

### State Mutual Issues Booklet

The State Mutual Life is issuing to agents, policyholders and friends a brochure presenting an historical sketch of Texas and a tribute to its development in commerce, finance and industry. The book is illustrated with color etchings of the six Texas flags and sketches of heroes and historic scenes. The booklet was inspired by a recent visit to that state of Vice-president S. F. Ireland.

# "NOT BY IDLE CHANCE..."

1—*Earned highest rate of interest in 1935 on mean invested assets among United States life insurance Companies with as much as 100 million in force.*

2—*Paying highest rate of interest in 1936 on funds held in trust for policyholders and beneficiaries. The rate of interest now being paid has been paid continuously since organization in 1907.*

A. R. Perkins, Agency Manager

## JEFFERSON STANDARD LIFE INSURANCE CO.

Julian Price, President

Greensboro, North Carolina

\*From published statistical reports.

Keep your summer production up to par. Read the back cover of this issue.

# 30 YEARS IN BUSINESS

One of very few life insurance companies that wrote more business in 1935 than in 1929.

SOUND, CONSERVATIVE  
and  
STRICTLY DEPENDABLE

THE MIDWEST LIFE  
INSURANCE COMPANY  
of Lincoln, Nebraska

SUN LIFE WORLD WIDE  
ESTABLISHED 1865 OF CANADA

## EXPERIENCE

THE HISTORY of LIFE INSURANCE is a glorious tale of Man's endeavor to meet his greatest instinctive need—Security. To this end, the system of mutual co-operation known as Life Insurance has been evolved through the ages and, today, stands tested and proved beyond doubt, having withstood the storms of human affliction and economic disaster with unimpaired strength.

THIS GREAT MISSION of PROTECTION has rendered service to humanity beyond estimate, and the Sun Life is proud of its Sixty-five years' partnership in a business of such exemplary record and tradition.

THERE'S A SUN LIFE POLICY FOR EVERYONE

## SALES RECORDS SET

**National Life, Vt.**—The best half year since 1931 in the sale of life insurance is reported. New paid volume for the six months was \$22,173,618, an increase of 26 percent over the corresponding period of 1935. Since November there has been a constant and increasing gain in insurance in force.

**George Washington Life**—Closed June with a gain of 34 percent on volume in new applications as compared with June, 1935. The new policies paid for show a gain of 26 percent for June. In its "30th Anniversary Campaign" from April 1 to June 30, a large volume of business was written.

**Northwestern Mutual Life**—New insurance paid for in June was \$21,348,787 on 6,161 policies, an increase of 12.51 percent over June, 1935. New insurance for the half year was \$137,134,131, a gain of 6.64 percent. Total new business from June 1, 1935, to May 31, 1936, was \$279,428,499, an increase of 12 percent.

**Provident Life & Accident**—Shows gain of life insurance in force totalling \$9,762,366 for the first six months. New records were also established by the commercial accident, group and railroad departments for the first half of the year. The gain of life insurance in force for the first half was three times as great as for a similar period of 1935.

**Lincoln Liberty Life**—Insurance in force July 1 totaled \$26,455,000, a substantial increase. Lapses have now fallen off, mortality decreased 50 percent and premium income increased \$53,045. The company will occupy its new headquarters building Sept. 1.

**Jefferson Standard Life**—Reports for first six months another gain in force, with total gain for the year to date approximately \$41,500,000, and insurance in force more than \$334,000,000. Paid business first six months is 2 percent ahead. Reports considerable improvement in renewal of business. More agents have qualified for the Julian Price Club, based on renewal records, than in any other period in history. The 1937 convention

will be held in San Antonio, Tex., and Monterrey, Mexico, in April, 1937.

**Mid-Continent Life**—Reports 22.5 percent gain in production the first six months. The company has set a goal of \$100,000,000 in force.

**United Benefit Life**—Ended first six months with \$20,782,000, a gain of \$3,000,000 over the same period in 1935.

**Kansas City Life**—Wrote \$6,433,599 in June, compared with \$5,257,276 last June. This was on 3,680 applications, an average of \$1,748 per "app."

**Peoples Life, Ind.**—Sales \$1,000,000 in May and over that in June, making a \$1,000,000 gain for first six months. Expect to make gain of \$2,500,000 for year. A. C. Louette, vice-president and manager of agencies, is being honored in a production drive in July.

**Business Men's Assurance**—June, with an increase of over 6 percent, completed 12 consecutive months of increases. Every month this year has shown an increase in the number of salesmen actually reporting business. Manpower is up approximately 10 percent for the year.

**Volunteer State Life**—Paid business in June was exactly twice as much as in June, 1935. First six months show 49 percent increase.

**G. F. McKenna, San Francisco**, Continental Assurance—June was the best month in the history of the agency from the standpoint of volume of business and number of applications.

**Mark S. Trueblood, Los Angeles**, Union Central Life—Shows gain of over 60 percent in June over May in paid-for new business. The average size of policy was \$10,714.

**W. T. Shepard, Los Angeles**, Lincoln National Life—Won second place in company leadership for June in paid-for new insurance for the sixth consecutive month.

**S. L. Morton, St. Louis**, Connecticut Mutual Life—Ranked second among the 67 general agencies of the company in paid-for business in June. It was the largest month in the history of the agency, which was started in 1848.

### Mutual Benefit Concern Is Stopped in Intended Trick

The Texas supreme court has outlawed a trick that the Mutual Protective Association attempted to use to cut down the benefit payable on the death of a certificate holder. The case was Mutual Protective Association vs. Wood.

Jones was the certificate holder. The certificate provided that upon his death his beneficiary would be paid \$1 for every member in the group of the Comanche branch of the Mutual Protective. Jones belonged to Group 2A, which had 476 members. He died Oct. 28, 1930. On Feb. 5, 1931, Mutual Protective undertook to subdivide Group 2A into 11 divisions, each such division assuming the liability of the deaths in its own division. The secretary apportioned 81 members, including Jones, to a subdivision. The assessment on members of that subdivision realized \$67 and a check for that amount, unsigned and worthless was sent to the beneficiary.

The supreme court held that the right to have the assessment made on all members of Group 2A had proved on the death of Jones that the association was without power thereafter to subdivide such group and arbitrarily assigned the claim to one of the subdivisions. That constitutes a fraud upon the rightful expectancies held by Jones in his lifetime and upon the present rights of the beneficiary.

A regular semi-annual dividend of \$8 a share has been declared by the **Kansas City Life**.

### Actuarial Division Brings Much Revenue in Michigan

LANSING, MICH., July 16.—A study of the work of the Michigan department's actuarial division, undertaken by Walter O'Connell of the actuarial staff at the request of Commissioner Ketcham, revealed that the division returns revenues nearly equaling the net cost of operating the entire insurance department.

It collects a fee of 1 cent per \$1,000 of life insurance valued for the Michigan and Canadian companies, all of the latter making this state their port of entry into the United States. The amount of business valued by years, shown in Mr. O'Connell's compilation, follows: 1931, \$6,018,844,000, returning \$60,188 in fees; 1932, \$5,665,804,000; 1933, \$5,345,319,000; 1934, \$5,249,331,000; 1935, \$5,200,375,000. While the depression had its noticeable effect in reducing the amount of insurance valued partly by elimination of two companies as active business-getters, the trend has now turned and 1936 figures will be larger, Mr. O'Connell is confident.

### Receiver for Arkansas State

LITTLE ROCK, ARK., July 16.—John R. Thompson has been appointed receiver for the Arkansas State Life on petition filed in behalf of Commissioner Gentry. The petition charged that the company was insolvent and asked for a hearing to show why a receiver should not be appointed. Mr. Thompson was appointed receiver by default, and was instructed to take charge of all records and assets.



## Chances of Wife Becoming Widow Are Greater Today

### METROPOLITAN GIVES FIGURES

#### Female Mortality Shows Greater Improvement Than Male During Last 10 Years

The chances of a wife becoming widowed are actually greater today than they were 10 years ago, and the chances of husbands losing their wives has decreased in the same period, according to the June statistical bulletin of the Metropolitan Life. This is attributed to greater improvement in mortality for women than for men. Based on mortality in 1929-1931, chances that wives will be left widows are about 55 in 100, 10 years previously being 52 in 100.

In comparing United States and New Zealand death rates, the bulletin points out a New Zealand child can look forward to five and a half more years of life than a child born in this country. If the crude death rate in our white population, which is 10.4 per 1,000, could at one stroke be improved to meet the New Zealand standard, the rate would suddenly drop to 8.2, or a decrease of about 250,000 deaths. The greatest saving, more than 50,000 deaths, would occur in influenza and pneumonia. Next would come chronic nephritis, saving over 46,000; cerebral hemorrhage, 39,000, and accidents, more than 37,000.

#### Industrial Death Rate

The death rate in May among industrial policyholders of the Metropolitan Life, which was 8.8 per 1,000, was slightly below that for May of 1935. The bulletin notes that highly satisfactory health conditions are prevailing this year among the industrial populations of the United States and Canada. The most important development was in the death rate for diseases of pregnancy and child birth, which dropped from 9.3 per 100,000 population in 1935 to 7.8 in 1936, or more than 15 percent. Death rate of the general population of large cities during May was 11.8 per 100,000, compared with 13.0 in April. The bulletin also notes that the danger of being killed by lightning in the United States is very slight, about three persons in every million being killed in this manner annually in the last 10 years.

#### Policies in Failed Companies

The Michigan supreme court has handed down two decisions against the beneficiaries of policies in defunct companies, whose business was taken over by other institutions, following receivership. One case was Kapralian vs. Central Life of Illinois. This case involved a policy originally issued by the old Security Life.

The other case was Breault vs. Central Life of Iowa. This case involved a policy originally issued by the Illinois Life.

The beneficiaries in both cases attempted to establish that the policies were in force at the time of the death of the insured, but the court held that under the terms of the reinsurance agreement and of the lien against the reserves, there was no coverage.

#### Outing for Millionaires

Harry T. Wright of Chicago, head of the million dollar round table, announces tentative plans for a three-day golf outing for members prior to the opening of the convention of the National Association of Life Underwriters in Boston. The plan is for the millionaires to gather at the Oyster Harbors Club near Osterville, Mass., on Cape Cod, the morning of Sept. 19. They will remain there until Monday afternoon, Sept. 21, and then leave for Boston. Already 100 members have qualified for the round table.

## Bankers Life Manager in Detroit Is Widely Known



ABNER A. HEALD

Abner A. Heald, who has just taken up his new work as agency manager of the Bankers Life of Iowa in Detroit, is returning to a company with which he was formerly connected, although for the past seven years he has been Milwaukee general agent of the Provident Mutual Life. He has been active in the Milwaukee Association of Life Underwriters throughout his residence in that city, and also in the National association. As national executive committee-man for Milwaukee, he had special responsibilities in connection with entertaining the National association when it met in that city two years ago and was elected a trustee of the National association at that meeting.

#### Thompson Forum Chairman

At a luncheon-meeting of the Life Insurance Forum of Los Angeles, Peter Thompson, group supervisor Equitable of New York, was announced as chairman for the coming year. Phinehas Prouty, Jr., Massachusetts Mutual, recently elected president of the Life Underwriters Association of Los Angeles, spoke of important results achieved by the forum the past year. Floyd W. Forker of the agency department of the Pacific Mutual talked on how agents may increase their earnings through prospecting more profitable sources and improving their methods of handling details of settlements.

#### Indianapolis Life Leaders

May was designated by the Indianapolis Life as "President's Month" in honor of E. B. Raub, head of its organization. The business produced during that month showed the second largest total of any month in six years. The honor scroll contains the names of all Indianapolis Life representatives and agents who produced more than a given volume of business. This was presented to Mr. Raub as a testimonial. There are 118 names on the scroll and it has been framed to hang in President Raub's private office. The presentation was made at the annual picnic. The leading 10 men on the scroll are: J. W. Schwab, Indianapolis; Paxton Matthews and Jerry Wertheimer, Dallas; G. W. Anawalt and L. S. Wright, Indianapolis; H. B. Veazey, San Antonio; George Woods, Houston; L. L. Snyder, Akron, O.; R. M. Buck, Los Angeles; W. G. McClelland, Tipton, Ind.

The first six months there was an increase in new insurance of \$1,921,000. This gives insurance in force \$96,670,000. It has over \$42,000,000 insurance in force in Indiana.



July 1, 1936, marks another anniversary in the history of the Pilot Life. For thirty-three years it has stood as a beacon light, guiding to safety countless mariners adrift on the seas of financial insecurity.

The Pilot Life representative—the watchman in the beacon tower—has served faithfully and nobly during those years to keep the light forever burning.

## PILOT LIFE INSURANCE COMPANY

Greensboro, North Carolina

Emory C. Green, President

## Our Policies (1936 Models) Make Selling a Pleasure

Fundamentally, the same old sound legal reserve life insurance, but combined in such an unusual and striking a manner, it holds instant appeal for today's buyer.

Ask Any Montana Life Agent

## MONTANA LIFE INSURANCE CO.

Enduring as the Mountains

Lee Cannon, Superintendent of Agencies

HELENA, MONTANA

## EDITORIAL COMMENT

### The Summer Let-Down

DURING the nationwide hot spell of recent days there were probably few salesmen who did not feel that it was physically impossible to sell life insurance, either from the seller's or buyer's standpoint. Perhaps many an agent, if he tried to walk the hot streets and make calls, felt that the life insurance business is one of limitations and that he would like to be in a job where he could sit at a desk under a fan.

It is no doubt these few hot days which invariably come in the early summer, usually do much to release the pressure which salesmen ordinarily keep on themselves and pave the way for a period of inactivity through the summer months, resulting in unimpressive figures as to new business and reduced incomes for salesmen. Say this letting up of pressure starts July 1 or a little before; the drive becomes weaker as July progresses and perhaps still weaker in August. Then along about the first of September agents commence to get ready for the fall campaign which gets under full headway about Oct. 1.

The trouble with the summer vacation business is that the loss comes not merely in reduced business during July and August but in the break and let-down of the continuity of the salesman's efforts. We do not realize when we are fully under way just how much steam it has required to get us up to our normal business pace; consequently, when the first of September comes around

two or three weeks are needed to get us going again. In these times there are not many people who are overworking themselves sufficiently to injure their health. In the summer months, particularly, the tendency to be easy with one's self is strong. No doubt there are days in July and August when it is pretty difficult to work up enough energy to make a real life insurance presentation; but how about the day following, when the weather is cool and pleasant? It takes a certain amount of impulse to start up again after the hot days.

The purpose of this observation is to suggest the value of "continuity" in mental and physical effort; an agent should not admit to himself that he is going to work less hard in July and August than in any other time, after making allowance for the few hot days on which selling is really difficult. The spirit of watching for every opportunity, of looking for prospects who really have more leisure to listen to a life insurance sales talk during the hot days, the determination to keep going especially on the many cool and pleasant days, and not to break the continuity of one's business-getting efforts, are all important.

There is no good reason for the great let-down in summer in life insurance production; what is needed is a adaptability on the part of the agent to summer business-writing conditions.

### Is Life Insurance a Racket?

"LIFE Insurance: A Legalized Racket," the book which MORT and E. A. GILBERT, former agents, wrote to revenge themselves on a business which had shown the good sense to toss them out, has achieved the national best seller list, and surprisingly enough, in the non-fiction category. Obviously the number of life insurance agents is much greater than anyone had previously estimated.

It is also possible that considerable numbers of the general public, having paid its money for life insurance to buy peace of mind, is paying out additional dollars to have its peace of mind upset. Not a very rational procedure, but if the human animal were rational it would buy life insurance without the help of the agent.

A book like the GILBERTS', with its unjust vilification of an honorable business, irritates life insurance agents out of all proportion to any possible effect on sales. Contemptuous silence is the treatment that such a book deserves, yet such a course opens the way to an accusation

that agents can't answer the charges and for that reason are conspiring to ignore them.

Answering the charges in detail may be the only course where the prospect is genuinely troubled. Yet the agent, striving to make his argument accurate and factual is at a disadvantage in debating against authors whose primary aim is to be startling and defamatory.

One discouraging point about the success of the GILBERTS' book is that it demonstrates how little real knowledge the public has about the life insurance business. It is hard to explain otherwise how laymen could be taken in by a book containing such obvious nonsense. Possibly part of the difficulty is that policyholders fail to realize that while life insurance is essentially simple, yet its technical aspects are such that they will only confuse the layman unless he is prepared to do some real studying. A man who would pay little heed to a scientist who might vociferously disagree with existing theories on, let us

say, alloy steels or colloidal chemistry will too often lend an eager ear to some disgruntled critic if only his allegations are starting enough.

A famous comedian once had the job of trying to calm an audience which was threatening to stampede because of a fire backstage. He kept telling them there was no cause for alarm, but was not having much effect until he finally shouted, "Do you think I'd be standing here if there was any danger?" That

incident furnishes probably as effective answer as any to the policyholder or prospect who has worked himself into a state of the jitters through reading muckraking books about life insurance. Life insurance agents take their own advice to an extent unknown in other lines of selling. One is usually in a position to haul out his own policies and say to the hesitant prospect, "Do you think if life insurance is a racket I'd be owning all this insurance?"

### Henry Powell a Forceful Figure

THE death of HENRY J. POWELL of Louisville, manager of the EQUITABLE LIFE of New York, former president of the NATIONAL ASSOCIATION OF LIFE UNDERWRITERS, removes from the stage a colorful and forceful figure in days when he was at the height of his glory. He was particularly interested in the NATIONAL LIFE UNDERWRITERS ASSOCIATION and for

24 years served as chairman of the law and legislative committee. In fact his report was of a perennial character, he being the committee chairman longest in point of continuous service. He was an organizer and influenced men. His territory was gradually expanded and became ultimately one of the largest EQUITABLE agencies.

## PERSONAL SIDE OF BUSINESS

Arthur S. Holman, San Francisco manager of the Travelers, has been confined to his home for a month with laryngitis and is expected to be away from his desk for another week.

A. B. Banks, former president of the Home Fire, Home Life and Home Accident of Arkansas prior to the failure of his insurance and banking enterprises in 1929 and 1930, has purchased the James A. Patillo agency for consolidation with the A. B. Banks agency at Fordyce, Ark. He removed from Little Rock to Fordyce and his agency occupies the building which housed A. B. Banks & Co. before his headquarters were shifted to Little Rock.

Clifton Blackmon of Dallas, former editor of the "Southwest Insurer" in that city, who has sold his interest to John C. Leissler, has opened his advertising agency in 714 Allen building. Mr. Leissler now becomes sole owner of the paper. Inasmuch as Mr. Blackmon has been connected with the insurance side of newspaper work since he started with the "Insurance Field" in 1929, he is well informed as to the "ins" and "outs" of the business.

Even the big one that didn't get away can be a heart breaker at times. Jerome Clark, vice-president of the Union Central, vacationing at Bimini in the Bahamas, hooked a 706-pound blue marlin, 70 pounds heavier than the world's record, which he fought for four hours. The battle ended with the rod breaking. The marlin had to be boated by hand line, which made it ineligible for entry on the official record under the Angling Club "fair catch" rules.

Crawford H. Ellis, president of the Pan-American Life, was married in New Orleans to Miss Lilah Heath Kelley, of Bunkie, La.

H. D. Llininger, general agent of the Connecticut Mutual Life in the office of Williamson & Wellbeloved in Chicago, who had to go to Tucson, Ariz., on ac-

count of his health early last winter, has decided to reside there. His family at Evanston, Ill., has moved to Tucson and the Liningers have opened a lodge for the accommodation of the public.

Newton B. Misell, agency manager Equitable Life of New York in Philadelphia, has been ordered by his doctors to take three months rest, during which period he is not to speak a word. Mr. Misell lost his voice last week. His physician said the cause was several strained muscles in the larynx and that rest would cure him.

I. B. Jackson, new general agent of the Massachusetts Mutual Cincinnati, was tendered a luncheon by the associates of the southern Ohio agency. H. L. Bimm, recently appointed Dayton general agent, was also honored.

To welcome V. H. Jenkins, vice-president of the Occidental Life, home from an extended trip to Hawaii, M. R. Nyman, San Francisco manager, gave a luncheon there Thursday, with other officials of the company as guests. Honored guests at the meeting included all members of the Nyman agency who paid for 75 percent of their production during the peak month of May.

Shattering all his former records by writing 64 applications in June, E. L. Buchanan, State Life of Indiana, San Francisco, led the company's agency force for individual production for the third time this year and the second successive month.

Julian Price, Jefferson Standard Life, spent several days in southern California with James H. Sewell, agency director for California, en route to the Shrine convention in Seattle.

F. B. Falkstein, of the Elmer Abbey general agency of the Aetna Life, San Antonio, has been awarded a sterling silver water pitcher as the most valuable member of the agency for the year ending June 30. The award is made on a point basis, including production, de-

## THE NATIONAL UNDERWRITER

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livered business, persistency of business and number of applications. Joining the agency force at the age of 19, Mr. Falkstein has qualified for the company convention each of the six years he has been a member of the agency.

Mrs. W. P. Carter, nee Lenore O'Brien, has just retired from the Tice & Jeffers agency of the Midland Mutual Life at Columbus after 20 years' service. Some years ago she was given the name "Topsy," in recognition of her having reached "tops" position in the office staff. She is a daughter-in-law of B. F. Carter, assistant manager of the Tice-Jeffers agency.

Col. W. E. Talbot, vice-president and agency manager of the Southland Life, is conducting another of the unique sales stimulation contests for which he is famous. It is called the half sole-shiny pants contest. Salesmen are paired off, the winner to be a member of the half sole club, indicative of the fact that he has been hotfooting after business, and the loser a member of the shiny pants club, as proof of the fact that he has been sitting when he should have been out selling.

David Cunningham, with the Bintliff ordinary agency in Houston of the American National of Galveston, who is the champion application writer of the company, has been awarded a coffee service by his company in appreciation of his outstanding record the past three years. Technically the award is for having been a member of the app-a-week club since its establishment three years ago, but it is also in recognition of his outstanding success in developing salary savings accounts. In the 1,566 days between June 1, 1933, and June 1, 1935, Mr. Cunningham wrote 1,486 applications, all personal production.

J. C. Cristy, home office group representative in the Edwards general agency of the Aetna Life in Chicago, qualified for the Olympic swimming team in the 1,500-meter free style swim at Rocky Point, Warwick, L. I., placing third in the trials against the country's outstanding swimmers. He swims under the colors of the Lake Shore Athletic Club, Chicago. Mr. Cristy is a University of Michigan graduate, 1934, starring on the swimming team there and holding the Big Ten record for 1,500-meter free style at one time. He swam in the 1932 Olympics, placing third to the Japanese, who ran away with the swimming events that year. Mr. Cristy will take boat from New York for Berlin some time this week.

George S. Bright, 77, general agent in Jamestown, N. Y., for the last 38 years of the Northwestern Mutual Life and Standard Accident, died at his home after a short illness.

H. H. Allen, secretary of the Mutual Benefit Life, celebrated his 47th birthday July 15. Before joining the Mutual Benefit in 1915, he was a teacher of mathematics. His early work with the company was in the mathematical and agency departments. In 1924 he was appointed assistant secretary in charge of personnel and in 1928, secretary.

Mrs. Mae Barr Long, deputy insurance commissioner of California, was the recipient of numerous floral offerings, congratulatory messages and other evidences of the regard in which she is held by members of the insurance fraternity, her associates in the insurance department and confreres in club and civic life of San Francisco on the occasion of her thirtieth anniversary with the department, July 12. Conspicuous among the gifts was a handsome tray presented by her associates in the insurance department headed by Commissioner S. L. Carpenter.

Mrs. Long joined the insurance department July 12, 1906, as an "extra stenographer" to do "a couple days' work." She became a permanent employee and because of the efficiency of her service, was later made chief clerk.

In 1923, under the administration of Commissioner Squires, she was named deputy commissioner, the position which she continues to occupy with distinction. Since her appointment as deputy she has served under Commissioner C. R. Detrick, Commissioner Mitchell and the present commissioner.

In spite of her numerous duties with the department, Mrs. Long has found time to take an active part in civic and club life of San Francisco, serving for a number of years as an officer of the San Francisco Business & Professional Women's Club and of "Zonta."

M. A. Nelson, St. Louis manager of the Equitable Life of New York, was host at a dinner for members of the agency organization celebrating his 27th anniversary with the company. M. W. Bradley was awarded the Nelson Anniversary Trophy, having been the leading personal producer in the June campaign staged in celebration of the anniversary, when the agency produced \$1,300,731 in new business.

The field organization of the Service Life of Omaha is participating in a "President's Month" campaign in honor of John A. Farber, head of the organization. The climax will be reached with a dawn to midnight drive Wednesday of next week. Each agent has been given a parchment sheet on which he is to record his efforts of the month and each will be bound in a beautiful binder to be given Mr. Farber on his birthday anniversary, July 23.

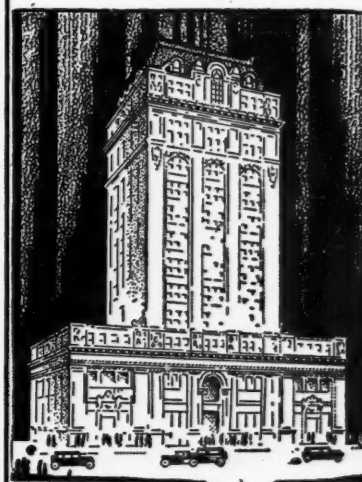
Mr. Farber was born in Russia and is a self-made man. He came to this country in his youth, was educated at the Central High School in Omaha and Creighton University College of Law. He has carried a rate book, became general agent, executive vice-president and manager of the Union Pacific Assurance.

E. B. Thurman, Chicago general agent New England Mutual and past president Chicago Association of Life Underwriters, was painfully injured in an auto accident near Scottsburg, Ind., and finds it necessary to remain at his home for a few days to recover. The Thurman family was returning from a vacation in the south when their car skidded at a dangerous curve and struck a concrete wall. Mr. Thurman's chest was badly bruised, muscles torn and a leg scraped severely. Mrs. Thurman, their son E. B. Jr., and daughter Nancy received minor injuries. There had been nine accidents at the spot shortly before the Thurmans crashed there, and four occurred afterward, a man being killed. During Mr. Thurman's absence, F. J. Bray, his assistant, conducted an intensive business drive which resulted in about \$500,000 of written business in June and \$245,000 in the first 14 days of July, with \$300,000 of paid business.

The mystery regarding the naming of the new boy of Editor John E. Puckette of the "Insurance Field," "Cleveland," has been revealed. There had been a good deal of mystery about the name. Some of Mr. Puckette's friends claimed that it was named from Cleveland, Tenn., in honor of his early residence at Sewanee where his father was a member of the faculty of the University of the South. Others claimed that Editor Puckette had visited Cleveland, O., had enjoyed the ozone of the lakes and in contrast to the hot air coming up from the south he had been regaled by the refreshing winds from the Canadian north. Still others claimed that as a reader of history and a student of government, Mr. Puckette was a great admirer of Grover Cleveland and hence his new boy's name originated from the great Democratic president. Indirectly the last speculation is correct. Actually, however, it is interesting to know that Mrs. Puckette's name is "Cleveland" and the son bears her name. However, Mrs. Puckette was named "Cleveland" after Grover Cleveland, her mother being an ardent admirer of him. According to Mr. Puckette, Cleveland Puckette is destined to be an old line, legal reserve, dyed in the wool Democrat of the south.

growing  
 every  
 month

growing . . .  
 January gain insurance in force . . . \$1,618,298  
 growing . . .  
 February gain insurance in force . . . \$1,972,773  
 growing . . .  
 March gain insurance in force . . . \$1,412,217  
 growing . . .  
 April gain insurance in force . . . \$1,408,765  
 growing . . .  
 May gain insurance in force . . . \$1,495,893  
 growing . . .  
 June gain insurance in force . . . \$1,854,420  
 •  
 Total gain first six months of 1936 . . . \$9,762,366  
 •



**PROVIDENT**

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**INSURANCE COMPANY**

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**LIFE • ACCIDENT  
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## SALES MEETINGS

### Many Honor Club Qualifiers

**Northwestern Mutual Leaders Generally Show Best Year's Production Since Joining Company**

MILWAUKEE, July 16.—The largest membership since 1930 is shown with 26 agents qualified in the Marathon Club of the Northwestern Mutual Life by writing 100 or more lives, an increase of 37 percent. Ten agents qualified for the first time. Heading the list with 175 lives, Emmett Cowell, Red Bud, Ill., qualifies as president of the club. H. C. Fricke, Omaha, is runner-up with 164 lives. Mr. Cowell is president for the fifth time having won the Marathon Club cup once with three presidencies. For the present cup, Mr. Cowell is tied with Mr. Fricke with two wins each.

Herman Duval, New York City, has never served as Marathon Club president, but is the only one who has not missed a single year as member in the 21 years of the club's existence. All of the Marathon Club members will be honored at the company's agency convention here July 20-27 and will be feted at a special luncheon on Tuesday, July 21.

Dr. C. E. Albright, Milwaukee, is as usual the leader in total production.

Forty Northwestern Mutual agents have an unbroken record of a year or more in the company's 4-L Club, requiring four lives a month. Five agents have maintained their membership every month since the inception of the club in June, 1932.

#### Thirty-three in \$500,000 Club

Thirty-three qualified for the \$500,000 Club, compared with 27 last year; 165 for the \$250,000 Club, against 116 last year, and 649 for the \$100,000 Club, an increase of 39 from last year.

Class "XX" honors for the largest number of lives go to Mr. Cowell, an agent since 1926. He has paid for \$3,080,000 on 1,815 lives in the 10 years.

Class "B" honors three-year average between \$500,000 and \$750,000, were won by T. K. Carpenter, New York City, with 31.32 percent increase in production over his three-year average. His production the last year was \$864,266, and his total net paid-for in the four years \$2,840,206.

#### Winners of Class Awards

J. V. Talbot, Newark, wins the Class "C" award, having paid for \$585,018, an increase of 60.28 per cent over his rating, bringing his total for 11 years to \$4,144,111. F. J. Koors, Minneapolis, paid for \$490,545, an increase of 132.9 percent over his class rating, qualifying him as winner of the Class "D" award. His total for 11 years under contract is \$3,366,125. H. G. Auerbach, New York City, paid for \$546,366, an increase of 202.6 per cent over his average for the past three years, to win the Class "E" award.

It is significant that all winners of class honors enjoyed their peak production the past year since they became agents of the company.

Herster Barres, New York City, made the highest percentage of increase, 146.44 percent. The net amount is \$616,200. He has been an agent for less than four years.

### Hold Conference in Denver

L. L. Graham, director of field service; Charles Davis of the finance department and J. C. Higdon, vice-president in charge of sales of the Business Men's Assurance, conducted a two-day sales conference with Colorado and Wyoming salesmen in Denver. M. M. Studebaker, manager, presided.

### Perkins, Ljung Touring South

**Jefferson Standard Officials Conduct Agency Meetings in Texas and Other States**

A managers' meeting at Fort Worth, Tex., which was featured by an informal discussion of plans for the year, opened a series of meetings conducted by A. R. Perkins, agency manager, and Karl Ljung, assistant secretary of the Jefferson Standard Life, at Wichita Falls, Amarillo, El Paso, San Antonio, Houston, Dallas, Oklahoma City, Birmingham and Atlanta. They will return to the home office at Greensboro, N. C., July 21.

At the San Antonio meeting Mr. Perkins and Mr. Ljung made brief talks in appreciation of the achievements of the members of the agency individually and collectively, and pointed out the yet greater possibilities. June was a month of double significance for the San Antonio agency because of the fact that it was Karl Ljung conservation month and B. J. Novak production month. Mr. Perkins presented a 15-year service pin to Mr. Novak, who has been producing two applications a week for 132 weeks in a town of 1,400 population, and who for several weeks has been a member of the "Three App-a-Week Club," originated by him. Mr. Novak also received a three-piece wicker set, bought with a pot based on 10 cents per thousand of insurance sold by the agency force. This gift as well as the Novak month was the idea of O. P. Schnabel, manager.

### Del Monte Regional Meet

**Honor Salesmen and Home Office Officials Take Part in Final Rally of Lincoln National**

DEL MONTE, CAL., July 16.—Effective working methods for production of quality business were discussed by home office officials and star salesmen of the Lincoln National Life during its three-day western regional meeting here. This was the third and last of the company's 1936 sales meetings, and was attended by more than 200 honor club members.

A. L. Dern, vice-president and director of agencies, opened the session Monday with a speech of welcome. "Last year," he said, "you and your associate agents throughout the country paid for 23.4 percent more new business than you sold the previous year. I especially congratulate you because that increase was made on top of a 52.3 gain the year before. These records of accomplishment, inspiring as they are in themselves, should but serve to spur us on to greater and more effective efforts the coming year."

In describing "Effective Working Methods," Superintendent of Agencies F. W. Gale emphasized the value of training as a foundation on which to build better working methods for today. He also recommended centering the sales presentation around basic sales appeals.

W. T. Plogsterth, director of field service, explained the company's recent analysis of applications written during two months of this year.

#### Some Medical Aspects

W. E. Thornton, second vice-president and medical director, discussed "The Medical Aspects of Quality Business," emphasizing the importance of the medical examiner and underwriter as aids toward the selection of quality business.

In discussing "Quality Agents," C. F. Cross, second vice-president and manager of agencies, urged agents to appraise prospects from a persistency

standpoint in much the same way as the underwriting department judges insurable risks.

A. J. McAndless, executive vice-president, also spoke.

The Tuesday morning business session was devoted to talks by leading producers: P. H. Webber, C. L. Forman, Ray Saunders, L. L. Gandolfo, J. C. Sherrill, J. A. Bell, R. E. Murphy, C. B. Rittenberry and J. L. Lawrence.

Round table discussions were held Wednesday with the following leaders: "Prospecting," Ray Saunders and J. F. Hackman; "Approaches," Clyde Chadwick; "Closes," R. W. Fowler; "Salary Continuance Plan," F. R. Hierholzer and J. W. Woollett; "5-Star Annuity," A. W. Johnson; "Programming," J. A. Stein; "Business Insurance," C. L. Forman; "Selling Young Men," S. C. Clark; "Salary Savings System," L. C. Miller, and "Direct Mail and Selling Aids," M. W. Power.

### Talk by President Russell

**Head of the Security Mutual Life of Binghamton Gives an Address to Agents**

The chief features of the agency convention of the Security Mutual Life of Binghamton, N. Y., at the head office were the address of President F. D. Russell and the announcement of new policies, they being retirement income at age 55, 10 and 15-year term, new family maintenance and family income riders. There were 150 agents present. There are two agency clubs, one known as the Topnotchers Club and the other the Select Circle Club. David T. Hersch, general agent in New York City, is president of the first and C. R. Bailey of Binghamton is president of the second. George S. Clause of Scranton, Pa., is first vice-president of the Topnotchers and Samuel Berman of New York City, second vice-president. W. N. Bair of Cincinnati is first vice-president of the Select Circle and Boris Klivan of New York City, second vice-president.

#### Sounded Note of Confidence

Sounding a note of strong confidence in the future of America and expressing the firm belief that "we will never experience 'runaway inflation,'" President Russell delivered the keynote address. He also strongly attacked the movement in many states toward increases of taxes on premiums paid to life companies.

In his remarks concerning "Inflation" President Russell said: "We will have credit inflation—we have it now—but I do not think we will ever have currency inflation, that is the printing of new money. It is true that in selling government bonds, as is now being done, we have one type of inflation, but bonds are still considered a form of investment and with the banking system in the control of the Federal Reserve Board, steps can be promptly taken to avoid such a catastrophe."

#### Touches on Tax Subject

Regarding the problem of taxes on life company premiums, Mr. Russell said: "At the inception, taxes were levied on premium volume to provide funds to defray supervisory expenses in each state where the company did business. Life companies have grown so tremendously and premium income has increased so considerably that out of a total amount of 81 million dollars paid by the companies as tax in 1934 only four and a third million dollars was required for state insurance department expense."

"Every one of us agreed that life insurance must pay its full share of taxation, and there is no question that the amount so paid must come out of the pockets of the policyholders. In 1934 only 5,000,000 people paid income taxes, whereas there are 63,000,000 policyholders. If life insurance is taxed unfairly it means that 58,000,000 people

### Leader of Northwestern Mutual for Thirty Years



DR. C. E. ALBRIGHT

For the 30th consecutive year, Dr. Charles E. Albright, Milwaukee, led the field force of the Northwestern Mutual in paid-for business with \$1,999,500. His yearly average for the 30 years has been \$2,116,764. In 31 years and five months of field work, Dr. Albright has placed on the books of the Northwestern Mutual a gross amount totaling \$64,699,654. He has never revealed the additional volume placed in other companies. Dr. Albright is now in his 70th year.

whose incomes are not sufficiently large to make federal income tax returns are being taxed indirectly on that portion of their incomes that they set aside each year to assure their families or themselves against contingencies. Many state legislatures are considering bills to increase our taxes and I feel that it is the duty of every one associated with life insurance to bring this inequality to the attention of the policyholders so that an organized opposition may be set up against the politicians."

### Ketcham Principal Speaker

**Michigan Insurance Commissioner Is the Honor Guest at the General American Life Convention**

Commissioner Ketcham of Michigan was the honor guest and principal speaker at a banquet meeting of the General American Life's production clubs' annual convention at Mackinac Island, Mich.

President W. W. Head presided over the business sessions and announced that the 1937 meeting would be held in Mexico City in July.

Edmund Burke, St. Louis general agent, was elected president of the President's Club, succeeding Fred Sale, also of St. Louis. V. E. Behrens, general agent at Abilene, Tex., and William Strauss, general agent, Houston, Tex., were named first and second vice-presidents respectively.

A. H. Rickert, Houston, was elected president of the Leadership Club, succeeding P. J. Gibbons, St. Louis. A. B. Cook, St. Louis agency, was named first vice-president and F. H. Hunt, San Antonio, second vice-president.

Other features of the convention included a sales congress presided over by S. G. Dickinson, sales consultant; addresses by President Head, Allen May, general solicitor; E. E. Brill, vice-president; D. W. Hopkins, superintendent of agents; O. J. Burian, actuary; Dr. James H. Ready, medical director; J. T. Lynn, superintendent of agents; A. W. Green-



field assistant vice-president, and several branch managers and general agents.

Commissioner Ketcham was low medalist in a golf tournament held during the convention. R. R. Dodson, manager of the Pittsburgh office, won first prize in the handicap and R. G. Lehnen, general agent, Columbia, Mo., won second prize.

### Embry Agency's Conference

The A. M. Embry agency of the Equitable Life of New York in Kansas City will hold its annual "Show Me-Sunflower" agency conference at the Edgewater Beach hotel, Chicago, Sept. 2-5. Club members are considered qualified for the trip. The high 25 non-club members also will attend. A requirement is a minimum of seven applications.

The agency led the central department in June with paid business of \$1,352,308.

### Great West Managers Gather

H. W. Manning, assistant general manager, and D. R. Ferguson from the head office agency department of the Great West Life, after being on hand for the opening of the new office in Chicago of E. M. Schwemm, who was recently appointed Illinois manager, participated for two days in a conference with about 10 managers from United States cities. Claude F. Dunfee, manager at Winnipeg, acted as guest chairman.

There will be a conference with western managers at Jasper, Wyo., July 17-18. At that time A. P. Johnson, Detroit manager, will be the guest chairman. Previously there was one conference for Ontario managers and another for managers from Quebec and the maritime provinces at Lucerne, Quebec.

### Hold Convention in Chicago

The Leaders Club convention of the Illinois Bankers Life, including both the life and accident and health departments, will be held at the Edgewater Beach Hotel, Chicago, Aug. 17-19.

### Ohio State Life Cruise

More than 100 representatives of the Ohio State Life will leave Cleveland Aug. 2 for a cruise to Quebec and return, in the course of which the company's annual agency assembly will be held. It was announced this week by Frank L. Barnes, agency vice-president.

### Conclude Old Line Life Meet

With a record increase in attendance, the agency convention of the Old Line Life of America was concluded at the end of a three-day outing for leading producers at Lawsonia Country Club near Green Lake, Wis., with a farewell breakfast. Paul A. Parker, agency director, was in charge of the final session. President John E. Reilly, in a brief talk, reviewed the encouraging production record of the company the past year and the splendid results obtained by the agency force thus far this year, and thanked the producers for their cooperation.

Ernest W. Owen, Detroit manager Sun Life of Canada, gave his inspirational address, "The Thirteen Keys to Success."

### Behrens Is Honor Guest

H. A. Behrens, president of the Continental Assurance and Continental Casualty, who is spending his vacation at his home on Belvedere Island, in San Francisco Bay, spoke at a luncheon held in his honor by the San Francisco agency of the Continental Assurance on interest rates, the investment picture for the next few years and progress of the company.

Following the luncheon a "sales clinic" was held, which was addressed by James M. Hamill, Equitable of New York, president San Francisco Life Underwriters Association; C. W. Peterson, manager Phoenix Mutual Life; Henry Drabin, Penn Mutual; Louis Newfield, Penn Mutual, Oakland; V. T.

Motschenbacher, manager Sun Life of Canada, and G. F. McKenna, northern California manager Continental Assurance.

Before returning to Chicago, President Behrens plans to do some deep sea fishing along the Pacific Coast.

### B. M. A. Has 35 Qualifiers

Thirty-five salesmen, one more than last year, qualified for the All-Star convention of the Business Men's Assur-

ance at the Congress Hotel, Chicago, Aug. 26-27-28. Twenty-one qualified for themselves and wives.

### Hold Virginia Agency Meeting

Virginia agents of the Mutual Benefit Health & Accident and United Benefit Life met in Richmond for a discussion of expansion plans for the state. Ray L. Hawkins, accident and health underwriter and Cliff Gurney were present from the home office.

## LIFE AGENCY CHANGES

### Wallace Goes to Cincinnati

A. D. Ross Has Been Sent to Peoria, Ill., by the Bankers Life of Iowa

P. B. Wallace, for the past year agency supervisor of the Detroit agency of the Bankers Life of Iowa, has been named agency manager for Cincinnati, succeeding A. D. Ross, who has been transferred to Peoria, Ill., as manager there.

Mr. Wallace joined the Bankers Life in 1934 as a salesman of the Louisville agency and was made city supervisor a few months later. He had previously been engaged in sales work and adapted himself to the successful selling of life insurance. In May, 1935, he was appointed agency supervisor at Detroit and has been in charge of that agency for the past six months.

Transfer of Mr. Ross to Peoria was effected in order to permit him to return to his native state and to the agency with which he began his life insurance career in 1921. He has been agency manager at Cincinnati since 1931 and prior to that was a regional sales manager for the Bankers Life. Mr. Ross succeeds H. C. Portwood, who has resigned as agency manager at Peoria to return to the field as a life insurance salesman.

### Brady Joins Union Mutual of Maine at Cleveland

Edward J. Brady has been appointed manager of the Union Mutual Life of Maine at Cleveland. He has had home office as well as agency experience. He was at the home office of the Travelers for seven years, at the Lincoln National's home office for four years, and for the past four years has been general agent of the Continental Assurance at Cleveland.

### Whitaker Agency Organizer

Cecil F. Whitaker, with the company there nine years, has been named agency organizer of the Macon, Ga., agency of the New York Life, with supervision over 30 middle Georgia counties. He succeeds Fred J. Sutton, who resigned to go with the Kentucky Home Mutual Life.

### Miller Gets Omaha Post

Floyd R. Miller has been appointed Omaha general agent of the Provident Mutual Life. He succeeds W. B. Molinare, who resigned recently to become state manager of the Reliance Life with Omaha headquarters.

### Pobrislo Goes to Denver

The Columbian National Life has appointed V. J. Pobrislo as general agent in Denver. In June Adam S. Wagner, who had just completed 25 years as head of the agency, asked to be relieved of his duties as general agent. He will continue to be associated with the agency.

Mr. Pobrislo is a native of Kansas. He was born in Wichita and has spent most of his business life in that city and in Topeka. He goes to the Columbian National from the Mutual Life of New

York, in whose Wichita branch he had been district manager. He is vice-president of the Wichita Life Underwriters Association and recently was elected secretary-treasurer of the Kansas Association of Life Underwriters.

### Krist Is Solely Supervisor

J. J. Krist, vice-president of the Washington National of Chicago in charge of the eastern division and manager of the Baltimore district, has relinquished the management of the district. He has spent more than 25 years service with the company. He will give his entire time to supervisory work in the east. Mr. Krist is especially well known to industrial men throughout the country.

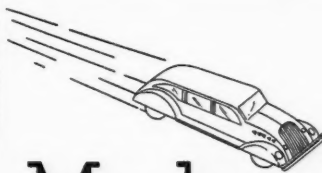
L. D. Yates, formerly field superintendent in the Washington, D. C., district, who was made assistant manager at Baltimore the early part of the year, has been appointed manager.

### Yager Kentucky Supervisor

J. S. Yager has been appointed agency supervisor of the Kentucky agency of the Bankers Life of Iowa. He is a graduate of the University of Kentucky, was originally engaged in banking, practiced law and operated a general insurance agency. He was with the HOLC before entering life insurance.

### Confederation Life in Britain

G. T. Varney, manager of the Confederation Life of Canada for the United



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group of life companies including the Confederation Life in the placing of large group policies in Canada. In May, 1932, he was appointed manager for the Confederation Life group division in Great Britain.

### Protective Life New Agencies

The Protective Life of Birmingham has opened general agencies at Columbia, S. C., with Ralph Newman as manager; at Florence, S. C., with Preston Manning as manager; at Florence, Ala., with Candler Crim as manager and at Wilmington, N. C., with Harold H. Jeter as manager.

### New Northern Arizona Manager

Millard Humphrey, former Arizona state manager of the Great American Life, has been appointed northern Arizona district manager of the United Benefit Life and Mutual Benefit Health & Accident.

### Sasse with Capitol Life

Herbert A. Sasse, formerly with the Union Central Life at Victoria, Tex., but more recently in the automobile business, has been appointed general agent there of the Capitol Life of Denver.

### Stearns with Penn Mutual

R. D. Stearns of Saginaw, Mich., will on July 15 become district manager of the Penn Mutual Life for Saginaw, Bay and Midland counties under the K. W. Conrey general agency, with office at 505 Second National Bank building, Saginaw. Mr. Stearns has been with the Canada Life there for the past eight years.

### Life Agency Notes

Cravens, Dargan & Co., Houston, Tex., have appointed J. N. Ramey of Madisonville as special agent of the life department, working under Price K. Johnson, assistant manager.

J. B. Irvine, Jr., son of the veteran Chattanooga, Tenn., local agent, who graduated with honors at the University of Chattanooga in June, has joined the Chattanooga office of the Penn Mutual as an agent.

## ASSOCIATIONS

**Waco, Tex.**—O. Sam Cummings, Dallas, secretary National association, stated that not long ago life insurance agents had a "brother can you spare me a dime" face, but something has recently changed their mental attitude. He discussed need for a better mental attitude in making life insurance selling successful. He also pointed out the need for better preparation and said people now demand that the agent "know his stuff."

Directors elected were C. C. Burnett, Earle F. Hooks, B. A. Barnes, H. Stricklin and Miss Grace G. Campbell. Fourteen new members were introduced.

\* \* \*

**Little Rock.**—S. L. Ehrmann, Little Rock attorney, spoke at the July meeting on "The Laws of Descent and Distribution." H. A. Handerson, chairman of the program committee, introduced the speaker. George Vinsonhaler, newly elected president, announced the following committee appointments: Program, H. A. Handerson, chairman; educational, Tom L. Harder, chairman; attendance, Dick McKinney, chairman.

\* \* \*

**Louisville.**—T. Byrne Morgan has been elected president, succeeding W. H. Cotton. Vice-presidents are George Weathers and J. C. Norman, and secretary-treasurer, Alvin Rothstein.

\* \* \*

**Indiana.**—Oren D. Pritchard of Fort Wayne was elected a director at a meeting of the executive committee at the summer home of Homer L. Rogers of Indianapolis, on Lake Mazinkuckee.

\* \* \*

**Memphis, Tenn.**—Dr. S. S. Huebner expressed the opinion that the day of straight life insurance sales is over. "Investments and special forms of personal and business protection are taking up the greater part of the insurance field," he said. "To handle these prob-

## NEWS ABOUT LIFE POLICIES

New Policies, Premium Rates, Dividends, Surrender Values, and all Changes in Policy Literature, Rate Books, etc. Supplementing the "Unique Manual-Digest" and "Little Gem," Published Annually in May and March respectively. PRICE, \$5.00 and \$2.00 respectively.

### Minnesota Mutual Dividends

Scale Is Somewhat Higher on Life Plans; Issue Extended Income Form

Dividends of the Minnesota Mutual Life, payable for the dividend year ended June 30; a new policy called extended income insurance provided by means of rider attached to regular forms, and action on the interest factor, are announced. The dividends are on a new scale which recognizes reduction in interest rates but gives effect to continued favorable mortality. As a result, dividends on life plans are materially greater, especially in early policy years, while dividends on paid up policies and investment forms are reduced.

Interest on dividends left on deposit is reduced from 4½ percent to 4¼ percent, on settlement options without right of withdrawal from 4½ percent to 4 percent and on such options with right of withdrawal from 4 percent to 3½ percent, which latter is the guaranteed rate.

#### Extended Income Rider

The extended income rider gives 20 year term insurance which will provide income for 15 years, for 20 years, or for 20 years and throughout the beneficiary's life. It may be applied to any regular policy providing level amount of insurance at death, providing proceeds payable at death in monthly instalments of \$10 per \$1,000, the rider extending this income for the selected period. The extra income beyond the income for nine years and nine months provided by the regular policy is payable only if death occurs within the first 20 policy years and at end of that period, if the assured lives, the rider terminates and the premium goes back to that on the regular policy. Rates for the extended income rider are:

Age	15 Yrs. Inc.	20 Yrs. Inc.	*20 Yrs. Life
21	\$2.38	\$4.31	\$8.49
22	2.43	4.38	8.59
23	2.47	4.46	8.72
24	2.52	4.55	8.86
25	2.57	4.65	9.00
26	2.64	4.77	9.17
27	2.71	4.90	9.36
28	2.80	5.05	9.57
29	2.90	5.23	9.83
30	3.01	5.44	10.15
31	3.14	5.67	10.53
32	3.28	5.93	10.97
33	3.45	6.23	11.50
34	3.64	6.57	12.12
35	3.84	6.94	12.81
36	4.03	7.37	13.57
37	4.33	7.82	14.33
38	4.62	8.35	15.29
39	4.94	8.92	16.25
40	5.28	9.54	17.29
41	5.66	10.23	18.45
42	6.07	10.97	19.71
43	6.53	11.79	21.08
44	7.02	12.68	22.56
45	7.56	13.66	24.17
46	8.14	14.71	25.90
47	8.77	15.84	27.77
48	9.45	17.07	29.80
49	10.18	18.39	31.99
50	10.97	19.83	34.39

\*—Beneficiary aged 35; rates for other ages vary.

#### Monthly Premium Plan

A monthly premium plan is announced, the minimum amount monthly

lems, it is necessary for the underwriter to be in position to give assistance to the individual in his investment problem and to understand the principles of investment."

**Philadelphia.**—Alfred B. Levy, newly elected president, entertained the agents committee of the association at an informal outing at the country home of Alexander Tisdale, past president of the association. Mr. Tisdale started the practice of having the agents committee as his guests when he assumed the presidency last year.

being set at \$2. There are no restrictions as to plan or amount of insurance which may be written on monthly basis other than this. Monthly premium is determined by adding 6 percent to annual premium and dividing by 12, adding service charge when monthly premium runs under \$22.50. This charge is: Under \$12.50, 25 cents; \$12.50, \$14.99, 20 cents; \$15 to \$17.49, 15 cents; \$17.50 to \$19.99, 10 cents; \$20 to \$22.49, 5 cents. The new dividend scale is:

Age	Endowment at Age 55—Cont. Prem. Dividends End Year	1	5	10	15	20
20	\$2.15	\$2.41	\$3.25	\$4.09	\$4.96	\$5.30
25	2.31	2.61	3.48	4.33	5.20	5.30
30	2.50	2.84	3.78	4.74	5.72	5.30
35	2.73	3.13	4.15	5.19	6.25	5.30
40	3.03	3.51	4.64	5.78	6.93	5.30
45	3.42	4.00	5.26	6.52	7.79	5.30
50	3.91	4.64	6.06	7.49	8.91	5.30
55	4.61	5.52	7.16	8.80	10.42	5.30
60	5.47	6.63	8.57	10.49	12.46	5.30
65	6.69	8.18	10.54	12.93	15.58	5.30

Age	Endowment at 65	1	5	10	15	20
20	2.04	2.35	3.26	4.18	5.14	5.53
25	2.15	2.51	3.49	4.50	5.53	5.53
30	2.24	2.68	3.76	4.87	6.03	5.53
35	2.34	2.88	4.10	5.35	6.66	5.53
40	2.59	3.28	4.59	5.85	7.38	5.53
45	2.76	3.67	5.38	7.15	9.07	5.53
50	3.32	6.60	8.78	10.25	...	5.53

Age	20 Year Endowment	1	5	10	15	20
20	1.76	2.58	4.17	5.85	7.65	7.78
25	1.85	2.68	4.28	5.97	7.78	7.78
30	1.97	2.82	4.43	6.13	7.95	7.78
35	2.15	3.00	4.63	6.35	8.18	7.78
40	2.41	3.28	4.94	6.68	8.56	7.78
45	2.76	3.67	5.38	7.15	9.07	7.78
50	3.30	4.28	6.05	7.89	9.99	7.78
55	4.08	5.16	7.05	9.00	11.13	7.78
60	5.18	6.42	8.49	10.61	12.94	7.78
65	6.69	8.18	10.54	12.93	15.58	7.78

Age	Mortgage Protection Policy	1	5	10	15	20
20	2.12	2.36	3.17	3.99	4.20	4.51
25	2.31	2.58	3.42	4.27	4.51	4.51
30	2.51	2.82	3.70	4.60	4.89	4.51
35	2.79	3.13	4.08	5.03	5.38	4.51
40	3.15	3.56	4.58	5.61	6.03	4.51
45	3.59	4.08	5.21	6.34	6.85	4.51
50	4.18	4.79	6.07	7.34	7.99	4.51
55	4.92	5.72	7.23	8.68	9.36	4.51
60	5.86	6.91	8.71	10.44	11.63	4.51
65	6.99	8.40	10.63	12.80	14.66	4.51

The dividends for the special reconstruction policy are those for the endowment at age 85 portion of the contract; that is, endowment at 85 dividends for one-half the face amount of the policy.

The monthly payment plan greatly pleases agents who believe it will prove an effective way of reaching small insurance buyers that have hesitated to take insurance on quarterly, semi-annual or annual premium basis. Under the plan policies are written from \$500 up and payments may be as low as \$2 monthly.

In June 21.2 percent of the company's new business was on lives of policyholders.

### Security Mutual's New Forms

Announces Retirement Income at 55, Family Income and Maintenance, New Term Plans

The Security Mutual of Binghamton, N. Y., is introducing several new forms, including retirement income at 55 for men and women, supplementing the series maturing at ages 60, 65 and 70; a family income rider applicable to old policies, a family maintenance arrangement provided by 10, 15 and 20 year term contracts, and two new convertible term contracts providing coverage for 15 and 20 years, supplementing the series of five and ten year term policies. The retirement income is issued only

on continuous payment plan, ages 10-45 inclusive, rates for women being slightly higher than men, but cash values and other options at maturity also being higher. This contract is sold in units of \$10 monthly income, 120 months certain and for life and \$1,000 face amount, the contracts for males at maturity being worth \$16,800 cash or \$10,700.80 cash and a fully paid up participating policy for \$10,000 upon evidence of insurability at age 55, or paid up policy of \$27,550 face amount on evidence of insurability at 55.

The women's contract is worth at maturity \$18,150 cash, or \$12,050.80 cash and fully paid participating policy for \$10,000 subject to medical, or paid up policy for \$29,760 subject to medical.

#### Family Income Form

The family income rider will provide per \$1,000 face amount a monthly income of \$7.54 for 20 years from date of issue of rider in event of assured's death during first 20 year period. It also provides for settlement of policy under option 1, interest being paid on face of policy for balance of 20 year period, which on 3 percent policies amounts to \$2.46 monthly and on 3½ percent policies \$2.86, increasing monthly income to \$10 and \$10.40 respectively. Like other family income forms at the end of 20 year period the original face amount is left intact available for death payment.

The family maintenance arrangement makes possible odd amounts of convertible term to supply even amounts of income. This can be used to supplement any existing insurance, either in the Security Mutual or any other company. Rates for the forms at quinquennial ages are:

Age	Ret. Inc. at 55	Fam. Income Rider	Fam. Main. 15 Yr.	Fam. Main. 20 Yr.
20	\$37.51	\$39.68	\$8.67	\$10.73
21	38.96	41.24	8.74	10.83
22	40.51	42.91	8.83	10.94
23	42.16	44.69	8.91	11.04
24	43.93	46.59	9.01	11.16
25	45.83	48.63	9.11	11.30
26	47.86	50.82	9.22	11.43
27	50.05	53.18	9.34	11.58
28	52.42	55.73	9.47	11.76
29	54.97	58.48	9.62	11.95
30	57.74	61.47	9.78	12.15
31	60.76	64.71	9.95	12.37
32	64.04	68.25	10.15	12.61
33	67.63	72.12	10.37	12.89
34	71.58	76.37	10.61	13.19
35	75.94	81.06	10.88	13.54
36	80.75	86.25	11.18	13.92
37	86.12	92.04	11.32	14.35
38	92.13	98.52	11.89	14.85
39	98.90	105.81	12.32	15.39
40	106.57	114.09	12.79	16.01
41	115.36	123.57	13.32	16.70
42	125.50	134.49	13.92	17.48
43	137.33	147.26	14.58	18.35
44	151.30	162.36	15.33	19.32
45	168.10	180.43	16.16	20.41

## C.L.U. NEWS

### HUEBNER IN CINCINNATI

Dr. S. S. Huebner addressed the Associated Life General Agents & Managers of Cincinnati at a luncheon on "Today in Life Insurance." He also spoke before the local C. L. U. chapter and prospective C. L. U.'s. New officers of the Cincinnati chapter are: C. R. Robb, Northwestern Mutual, president; W. H. Strauss, New England Mutual, vice-president; Paul Johnson, Fidelity Mutual, secretary-treasurer. A. R. Jaqua, THE NATIONAL UNDERWRITER, and W. T. Earls, New England Mutual, are additional directors. The Cincinnati chapter is the fourth largest in the United States having 31 members, and an additional 17 have taken all or a part of the examinations.

### Celebrate Record Half Year

New business written the first six months of the year was greater than for any similar period in more than six years. R. C. Jordan, manager Birmingham agency of the Liberty National Life, announced at a dinner attended by field workers in the agency; officers of the company, including President Frank P. Samford; Frank Drake, president Birmingham Life Underwriters Association, and others.



## LEGAL RESERVE FRATERALS

### Puts On a Lien of 100 Percent

**Grand Fraternity of Philadelphia Will Have Its Business Worked Out by Ben Hur Life**

The Ben Hur Life of Crawfordsville, Ind., in taking over the Grand Fraternity of Philadelphia, under the agreement puts a full lien on the reserve of Grand Fraternity policies. This bears interest at 4 percent. The amount of the lien after death benefit only shall be re-insured by the Ben Hur Life on the one-year renewable term basis. All valid death claims arising under a certificate will be paid in full. The premiums for the reinsurance will be paid out of the Grand Fraternity funds. A moratorium of five years has been established during which no loans or surrenders will be available.

### National Union's New Form

The National Union Assurance has added a 20 payment life certificate on monthly premium basis. It has cash, paid-up and loan features, and accident benefits which may be added to by paying small additional premium. Waiver of premium clause may be added. Units are \$1,000 to \$10,000, the accident benefit not applying to more than \$5,000. This is called the "master certificate." Monthly rates are.

18.....\$2.02	31.....\$2.50	44.....\$3.48
19.....2.02	32.....2.56	45.....3.59
20.....2.02	33.....2.62	46.....3.71
21.....2.05	34.....2.68	47.....3.83
22.....2.09	35.....2.74	48.....3.95
23.....2.13	36.....2.81	49.....4.09
24.....2.17	37.....2.88	50.....4.24
25.....2.21	38.....2.95	51.....4.38
26.....2.25	39.....3.02	52.....4.55
27.....2.29	40.....3.11	53.....4.73
28.....2.34	41.....3.19	54.....4.91
29.....2.39	42.....3.29	55.....5.11
30.....2.45	43.....3.38	

### To Honor Dr. Harrison

The Royal League Aug. 18 will celebrate the 88th birthday of Dr. Wallace K. Harrison, medical examiner, dean of the active fraternal medical directors of the country. Dr. Harrison has been delegate to many meetings of the National Fraternal Congress and takes a lively interest in affairs.

### Heads Washington Congress

W. H. Tyer was elected president of the Washington State Fraternal Congress at the recent annual meeting. He is state manager Modern Woodmen with headquarters in Seattle.

### Tentative Program Prepared

**Several Speakers and Subjects for N. F. C., New York Annual Meetings Are Announced**

Tentative partial program for the New York City annual meeting of the National Fraternal Congress, to be held at the Waldorf-Astoria Aug. 25-27, is announced by President P. F. Gilroy.

Invitations have been extended to a number of speakers of note, all of whom so far as is known will be on the program. These include David Wood of Thomson, Wood & Hoffman, New York City, on "Municipal Finance," a field in which he specializes, particularly affecting validity of municipal bonds; Thomas Watters, Jr., Des Moines insurance attorney and counsel for a New York group studying the social security act, on "Social Security Act Problems;" Leo Griffith of Cassatt & Co., Pittsburgh and New York bond house, on "Investments," and Dr. H. B. Kennedy, assistant medical director Woodmen of the World, Omaha, on "Practical Experiences in Passing on Risks."

### Field Managers to Meet

There are four subjects on the program of the Fraternal Field Managers Association meeting in New York Aug. 22 preceding the general sessions. F. A. Johnson, vice-president Royal League, Chicago, will lead a discussion on "A Training Course for Fraternal Field Representatives." R. M. Norrington, field manager Gleaner Life, Detroit, will discuss "Values of Fraternal Membership;" Arthur R. Colvin, general sales manager Fidelity Life, Fulton, Ill., "Methods for Financing Fraternal Field Representatives," and President A. O. Benz, Aid Association for Lutherans, Appleton, Wis., "Writing and Conserving Business." Two papers will be delivered in the morning and two in the afternoon, after each being a round table discussion.

### Consider Study Course

A committee consisting of N. J. Williams, vice-president Equitable Reserve of Neenah, Wis., president of the field managers group; R. M. Norrington, secretary, and Fred A. Johnson, member executive committee, recently conferred with Dr. S. S. Huebner of the Wharton school of finance and commerce, University of Pennsylvania and president American College of Life Underwriters, on developing a training course for fraternal field representatives. Dr. Huebner recommended the C. L. U. study course for this purpose and the C. L. U. designation was made available to fraternal people who qualify by passing the examination held each June. Mr. Johnson will discuss the subject at the New York meeting.

Dr. Huebner was invited to be on the program in New York, but was unable to accept because of other plans. He was then invited to address the mid-winter meeting in February, 1937, and has this under consideration.

### Illinois Congress to Meet on Tax Plan for Societies

A plan designed to forestall legislative action against fraternal in connection with the widespread effort to make them subject to premium tax will be presented by President D. T. Winder of the Illinois Fraternal Congress at a special meeting the afternoon of July 20 at the Hotel Sherman. Insurance Director Palmer of Illinois and Bernard Risse, the department's fraternal supervisor, have signified they will address the congress, Mr. Risse being scheduled to give departmental interpretations of the new fraternal law.

There will be a discussion of the taxation problem. Mr. Winder in a bulletin to members states the plan that he has worked out gives promise of averting or mitigating hardships that might follow unfavorable decisions in back tax cases pending in a number of states.

### Hold Juvenile Convention

The Juvenile Fidelity Life Association held its annual national convention in Clinton, Ia. President W. C. Below, Lee Joslyn of Detroit, J. W. Leedle of

Wheaton, Ill., John Riordan, Morrison, Ill., and C. A. Hephthorn, Milwaukee, all directors, attended and spoke. A memorial ceremony for the late President A. A. Bentley of Clinton was conducted.

### Hold Convention in Detroit

The international convention of the Catholic Order of Foresters will be held in Detroit Aug. 3-6.

## AS SEEN FROM CHICAGO

### LOOKS AFTER INVESTMENTS

L. W. Ginter, Chicago manager of the Pan-American Life, not only looks after the company's insurance activities but also is the investment man in Chicago. The Pan-American is loaning on dwellings and small apartment buildings, loaning not over \$17,500 on a single property. Its Chicago experience on investments has been profitable. While it had to take over some properties it has sold them without any loss.

\* \* \*

### PAID PREMIUMS MUCH HIGHER

The R. A. Judd agency of the Phoenix Mutual Life in Chicago, in casting up its results for the first half year, finds that paid premiums on account of new business were 43 percent greater than for the same period last year.

\* \* \*

### EFFECT OF HOT WEATHER

Chicago managers report many different reactions to the work of agents and the attitude of prospects during extreme hot weather. In some cases agents took it for granted that people on whom they intended to call would not receive them pleasantly because of the superheated weather which brought on frayed dispositions and lethargy. Some agents discovered that the intense heat like the

intense cold of last winter affected their production. Others, however, felt it necessary to keep on going, increase their speed if possible and invoke new hot weather arguments to get an interview. One manager reported that he desired to convince agents that they could get interviews so he took the telephone himself, secured the consent of a man to see one of the agents. He and the agent visited him in his office and secured a premium running over \$1,000. This may have been out of the ordinary. Some people do not allow the elements to frustrate them and they are in just as amiable mood to talk life insurance when the thermometer is 100 or where it is 30 below or under as they are when it is about 65.

Chicago general agents generally agree that their younger men and especially those that have not been in the business very long are not confounded by the hot weather. They were more subject to discipline and probably possessing greater physical energy the weather did not incapacitate them.

One general agent made the point that hot weather soliciting should be done along tactful lines. That is, a person should know the people he is approaching and should be a good enough student of human nature to know whether a man would likely be irritated by weather con-

## MODERN WOODMEN OF AMERICA

### Guardian of the Home

For 53 years it has constantly provided life insurance to millions of the better citizens of the United States and Canada, with advantages that money cannot buy and only a great brotherhood can give.

Head Offices, Rock Island, Illinois

One of America's oldest successful cooperative enterprises.

## Achievement!

1925-1935

Assets Increased . . 1189%

Surplus Increased . . 564%

Insurance in Force

Increased . . . . . 443%

Ratio of Assets to Liabilities  
109.29%

Actual Deaths to Expected  
35.89%

For a Greater Field  
in Selling, Write—

**LUTHERAN BROTHERHOOD**

LEGAL RESERVE LIFE INS.

Herman L. Ekern, President

Minneapolis

Minnesota

ditions. If so, the agent should keep away from him. Most of the general agents agree that during hot weather is not an appropriate time for a cold canvass.

\* \* \*

#### MORE PEOPLE WHO CAN PAY

Chicago managers agree that there are more life insurance prospects now than there have been in recent years. People have readjusted their affairs, revamped their budgets, so that now they are on solid ground and have ready money with which to make purchases. However, life insurance production has not shown an upward bound as might be expected, even though there be more money with which to buy. This undoubtedly is due to the fact that people have looked forward toward doing certain things when they got money. This is seen in the cashing of soldiers' bonuses. They have used the returns for all sorts of things. Many have had in mind the accomplishing of certain ends for so long a time that when the money was secured it was immediately used for the object that had been in prospect for so long a period. Managers feel that probably life insurance has not gotten the part of the new surplus funds to which it is entitled. Regardless of that they believe that people will have to go through the process of doing what they contemplated before they are in a mood to listen to additional life insurance talks if their minds have been set.

\* \* \*

#### INSURANCE STOCK QUOTATIONS

H. W. McKinney of G. L. Ohrstrom & Co., Board of Trade Building, Chicago, gives the following quotations on the stock of life companies:

	Par	Div.	Bid	Asked
Aetna Life.....	10	.60	33 1/2	34 1/2
Alliance Life.....	1	...	9	1 1/2
Bank. Nat. Life..	10	1.00	21	25
Central Life, Ill.	10	...	9	...
Cent. States Life..	5	...	3	...
Columbian Nat..	100	4.00	85	95
Conn. Gen. Life..	10	.80	45	47
Cont. Assurance..	10	2.00	38	40
Farm. & Traders..	100	10.00	210	225
Fed. Life, Chgo..	10	...	8	...
Girard Life.....	10	.40	10	11 1/2
Great Nor. Life..	10	...	4	6
Great South Life	10	2.50	33	35
Life & Cas., Tenn.	10	2.00	18	...
Life of Va.....	20	3.00	75	85
Lincoln Natl....	10	1.20	29 1/2	30 1/2
Natl. Life & Ac..	10	1.60	65	75
New World.....	10	.40	5 1/2	6 1/2
Northw. Natl....	5	...	13 1/2	14 1/2
North Amer....	2	...	2 1/2	3 1/2
Ohio National..	10	1.00	22	25
Ohio State Life..	100	10.00	225	...
Old Line Life... 10	.60	...	15	16 1/2
Pacific Mutual..	1	...	14 1/2	15 1/2
Philadelphia Life	10	...	3 1/2	4 1/2
Provident Life..	10	.80	12	...
Rockford Life..	10	...	4	8
Sun Life, Can..	100	...	450	470
Travelers.....	100	16.00	565	575
Union Central..	20	1.20	35	45
Wisconsin Natl..	10	.50	16	18

\* \* \*

#### RECRUITING MORE DIFFICULT

Chicago general agents in recruiting men say that the present is about as difficult a time as has ever been encountered in getting the right kind of agents. Most people who are out of employment do not constitute the right kind of timber for life insurance field work. There are hundreds of folks that have government jobs which has taken up considerable of the unemployment slack. General agents say that anyone that has a position and drawing a salary hesitates a long while before taking up work where the remuneration is on a commission basis. The salary may be rather small but at that many hesitate to make a jump from the known to the unknown.

\* \* \*

#### LAWYERS CLUB PROGRAM

L. A. Stebbins of the Chicago Life Insurance Lawyers Club has announced the program for the coming season. W. H. Eckert is secretary. The list is as follows:

Sept. 8.—Paper, John Weaver; story, L. A. Stebbins, and Current Decisions, Donald T. Winder.

Oct. 13.—Paper, K. Raymond Clark; story, Homer Cooper, and Current Decisions, J. F. Dammann.

Nov. 10.—Paper, Tom Leeming; story, L. Bomberger, Hammond, Ind., and Current Decisions, H. B. Goldstein.

Dec. 8.—Special address, Dean Leon

Green, Northwestern University Law School, "Qualities of an Insurance Lawyer"; story, Ralph Potter, and Current Decisions, D. J. Kadyk.

Jan. 12.—Paper, Maurice Benson; story, Col. C. B. Robbins, and Current Decisions, Paul Annes.

Feb. 9.—Paper, A. W. Fulton; story, Luther Binkley, and Current Decisions, N. A. Nelson, Jr.

Mar. 9.—Paper, J. F. Kutak; story, C. B. Ruttle, and Current Decisions, Louis Blumenthal.

Apr. 13.—Paper, E. V. Mitchell; story, Delta Jarrett, and Current Decisions, T. J. Finnegan.

May 11.—Paper, Nathaniel Rubinkam; story, C. R. Holton, and Current Decisions, R. J. Wetterlund.

\* \* \*

Bradley W. Davies, who has been a contract agent in the Chicago office of the Travelers for several years, is leaving that city to locate in Texas and Arizona for the benefit of Mrs. Davies' health.

## NEWS OF THE COMPANIES

### Has Large Increase in June

#### New England Mutual Shows Over 13 Percent Rise in New Business in Month

The New England Mutual Life reports new business paid for June, the 25th annual policyholders month, was \$15,225,889, an increase over June, 1935, of \$1,780,607, or 13.24 percent. The first half of 1936 closed with \$72,002,980 new paid-for, excluding additions and re-issuances. Insurance in force July 1 was \$1,359,457,512, a net increase since the close of 1935 of \$30,060,072. On the 12 months basis, July 1, 1935 to July 1, 1936, the increase was \$52,976,435, or 4.05 percent.

#### Average Policy Larger

The average application in the past six months was \$5,034, higher than the average for the same period last year. Agency records show that thus far in 1936 average cold canvass case was \$3,330 insurance, while average new application from present policyholders was \$5,210, or 60 percent larger.

Selection of settlement options was made in about 25 percent of applications for new insurance. Persistency remains high, practically 90 percent of new business paying second (first renewal) premium, and 20 percent of all applications were prepaid.

Two-thirds of insurance in force is less than 10 years old. New insured below age 30 last year were 41.27 percent of the total; and those between 30 and 40 were 32.14 percent; nearly 75 percent of new members were under 40, the average new policyholder being 32 years old.

### Quits Publicity Director's Post to Enter Sales Work

KANSAS CITY, July 16.—Miss Chlo Peterson has resigned as director of publicity of the Business Men's Assurance company's sales organization in the Missouri branch office here under R. J. Costigan.

Miss Peterson has served the company in various capacities for more than 20 years. In that time her record has been one of steady promotion. Her duties as publicity director have brought her increasingly into contact with the sales work of the company, and for some time she has wanted to get into that type of work, feeling it contains more opportunities than any other type of service.

It is unusual for a salaried executive to leave that sort of post in order to enter sales work for the company, but Miss Peterson feels such work offers more of a future.

### Woodmen Accident Officials Now Control Cornbelt Life

LINCOLN, NEB., July 16.—Interests connected with the Woodmen Accident of this city have secured control of the Cornbelt Life and a stockholders meeting has been called for Aug. 10 to vote on a change of name to the Woodmen Central Life. The proposal has

been approved by the Nebraska department, subject to action by the stockholders.

The officers under the new setup are: President, A. E. Faulkner; vice-presidents, E. J. Faulkner and R. W. Faulkner; treasurer, C. E. Spangler; secretary, R. L. Spangler. All of them hold similar offices with the Woodmen Accident. Dr. H. H. Everett, former president, and Victor L. Toft, former secretary of the Cornbelt, continue as directors.

The Faulkner interests have advanced \$50,000 and stockholders of the Cornbelt have been invited to subscribe \$25,000, for which they will receive surplus note certificates, bearing 5 percent interest and retirable out of surplus when more than \$50,000 has been accumulated in the surplus fund, with the option of exchanging for common stock at \$50, half of which will go into surplus, under like conditions.

### Three of the Officials of Iowa Equitable to Retire

The Equitable Life of Iowa has inaugurated a retirement pension plan for its home office employees which will be collateral to the social securities act and provide for individuals who have passed the limit in age provided for under that act. Accordingly, retirement pensions are being put into effect within the current year. Among those who are entitled to retirement are H. E. Aldrich, vice-president and superintendent of agencies; Dr. F. L. Wells, medical director, and H. S. Johnson, assistant secretary.

Mr. Aldrich became a soliciting agent of the Equitable of Iowa in 1894 soon after his graduation from college. Demonstrating unusual ability in that capacity, he was soon made a general agent. In 1904 he was called to the home office as assistant superintendent of agencies. In 1914 he became superintendent of agencies and in 1919 was made vice-president. S. A. Swisher, Jr., assistant superintendent of agencies, who has been a member of the agency department since 1919, will succeed Mr. Aldrich upon his retirement.

### Celebrates 20th Anniversary

The Provident Life of Bismarck, N. D., celebrated its 20th anniversary in June. Field men enthusiastically joined in the celebration by submitting a greater volume of new business than has been received in any single month since the early '20's. The volume written in anniversary month showed 52 percent increase over the same period of 1935, 145 percent over June, 1934, and 185 percent over June, 1933. For writing a stipulated minimum number of applications, 44 percent of the full-time agency force qualified for prizes.

### Durham Life New Member

Durham Life of Raleigh, N. C., has been elected a member of the American Life Convention.

### Southern Heads New Department

J. B. Southern, formerly with the Southeastern Life, has joined the home office staff of the Protective Life, Bir-

## NEW YORK NEWS

### TWO BOOST LIFE INSURANCE

One-third of the men in New York City believe their life insurance is their best investment, if one may generalize from the answers given by two of the six persons whom the tabloid New York "Daily News" inquiring photographer queried. One of the two men, H. F. Trask, is in the insurance business. To the question, "What was the best investment you ever made?" he replied: "I've made many investments, the majority of which I've taken a licking on, but the only investment which has constantly appreciated in value is my \$30,000 life insurance policy. Perhaps that's an obvious answer for an insurance man, but it's the sincere truth."

The other man who gave first place to life insurance as an investment is Ben Davis, Brooklyn salesman. He answered: "The investment I made in life insurance policies, one of which is a 20-year payment plan. My family is protected and provided for, and that is my principal consideration. The easiest way to leave an estate is through insurance. It is not subject to inheritance taxes."

Incidentally, he is not the Ben Davis who is manager in New York City of the Equitable Life of New York, in case the idea should occur to anyone.

\* \* \*

### SHOWS HOT WEATHER EFFECT

Most New York City agencies suffered heavily in applied-for business during the days when the thermometer was moving toward and receding from its all-time peak of 102.5. One office doing a large brokerage business experienced a 50 percent drop in application volume during the hottest days.

The days were hot enough so that even the most experienced alibi-puncturers agreed that it was no time to see prospects and that there was justice in agents' and brokers' contention that trying to talk life insurance to a man unable to keep his mind on anything but the heat would probably spoil more sales than it would help.

The most comfortable spot in the life insurance business was the Metropolitan Life's new air-conditioned building. This is not the first summer that it has made home office employees and executives who work in the new building the envy of their co-workers across the street, but the air-cooling system is appreciated this year as never before.

\* \* \*

### GIERHART IS HONORED

H. S. Gierhart, manager of an Equitable Life of New York agency in New York City, was honored by friends and staff members at a dinner on the occasion of his 60th birthday. He has been connected with the Equitable Life 25 years.

\* \* \*

### BESSIE MAE MURRELLE RESIGNS

Bessie Mae Murrelle has resigned as New York advertising sales representative of the "Insurance Index" of Louisville.

\* \* \*

Ralph H. Waldo of the Prosser & Homans agency of the Equitable Life of New York in New York City has been appointed a supervisor.

mingham, as manager of the newly organized savings, building and loan department. Through a special type of policy, borrowers from building and loan associations may secure life insurance protection to cover the unpaid balance of their mortgage loans.

### Hill Montague Advanced

Hill Montague, Jr., formerly assistant actuary of the Life of Virginia, has been appointed an assistant secretary.

The Expressmen's Mutual Life of New York has been admitted to Indiana.



# SALES IDEAS AND SUGGESTIONS

## Prospecting Ability Is Termed 80 Percent of Selling Job

Ability to get prospects is about 80 percent of the battle in selling life insurance, according to H. M. Gershon, million dollar producer of the Penn Mutual in Atlanta. He gives knowledge of the business only 10 percent of the credit and sales ability only 10 percent in successful selling.

Mr. Gershon, who addressed the Birmingham Association of Life Underwriters, wrote \$1,200,000 of business in 1935. Going into life insurance in 1929, he has averaged \$500,000 a year since then.

### Prospecting Canvass Is Sometimes Necessary

When he runs out of prospects he goes out for the express purpose of working up a prospect list. He calls first on policyholders who supply him 50 percent of his prospects.

"When I call on a man for prospects I help him along by asking him as to those who play bridge or golf with him, his associates at the club or his lawyer or doctor," said Mr. Gershon. "I ask for names of prospects in a salary class a little above that of the person called on. This is a compliment to him."

"A letter of introduction to the prospect is obtained in some cases. A letter I like reads about as follows: 'Mr. Gershon owes me nothing and I owe him nothing. He once gave me some advice and assistance which has been worth money to me. Do yourself a favor by giving him a few minutes of your time.'

### Charges Himself With Responsibility to Call

"After obtaining such a letter I have a definite responsibility to call on the prospect. As discretion dictates I then drop the prospect a card informing him that I will call on a certain day. I tell him that I have nothing to sell unless I can interest him and that if I can't interest him then I will break the record getting out of his office. Sending this card further charges me with the duty of calling on the prospect."

"Sometimes a policyholder or friend gives me the name of a prospect and says, 'Don't say I sent you.' In that case I call on the prospect and say that a mutual friend sent me to him. He immediately asks who. I say that I don't want to prejudice him in favor of my product, but that if he buys a policy from me then I will be glad to give him the name of the friend."

### "Promising Young Men" List Is Found Useful

"An agent of my acquaintance uses a small prospect book with the title in gold letters 'Promising young men of Atlanta.' He asks friends to write names of prospects in this book signing their own names opposite. The agent

then shows this book to the prospect called on, who is complimented at being listed. If the sale is made the agent so informs the friend, who may be ready for another thousand."

"As an agent grows older it is necessary for him to add new blood to his prospect list. A study of the record of a half-million dollar producer whose production had fallen to half this amount showed that he had failed to do just this. My plan after writing a man is to make prospects out of the rest of his family and to call back upon him as his children reach insurable age. Otherwise I would be missing business right under my nose."

### Jots Down Idea Whenever It May Strike Him

"When an idea strikes me at home, at the theatre or on the road, I jot it down and then try to think of prospects to whom it will carry selling power."

"There are two ways to become financially independent in 1936. One is to sell a lot of insurance and the other is to buy a lot of insurance. Both are applicable to the up and coming agent."

## SALES SUGGESTIONS

### STIMULATE SUMMER PRODUCTION

THE NATIONAL UNDERWRITER'S Life Payments Number which will be sent to all subscribers on July 24 can be utilized effectively to secure summer sales.

To provide newspaper editors with the details of the payments, THE NATIONAL UNDERWRITER prepares a special news release for each state. Copies of these news releases can now be secured from THE NATIONAL UNDERWRITER and agents can use them as pre-approach mailing pieces. The plan is to send out news releases to 10 prospects a day and then follow up the next day with a personal call, taking the Life Payments Number along to use as a visual sales book.

The special cover of the Life Payments Number will be in form of an animated graph showing how life insurance companies have paid out nearly \$16,000,000,000 to policyholders and beneficiaries in the last five years. There will be many splendid features showing the various needs for life insurance. The

letters from beneficiaries are of special value to show prospects as they bring out in a potent way the need for adequate insurance.

By using the Life Payments Number news releases and the number itself in soliciting during the last of July and the first of August agents can keep their production up to par. Details of how to secure the news releases are given on the back cover of this issue.

\* \* \*

### FEELS OUT COMMUNITY

Bert A. Hedges of Wichita, manager of the Business Men's Assurance for Kansas, recently called on a former policyholder in Liberal, Kan., in the heart of the drought and dust area. He gives his experience as follows:

"I quickly learned that this man's wife handled all business affairs for her husband and her son, who worked in his father's machine shop. The men were tremendously busy working on farm machinery, but in a two-hour interview with the wife, I secured an application

### More for Money Appeal Used in Selling Youths

A successful plan for selling youngsters from 10 to 18 is being used by Davis Greene, Provident Mutual Life agent in Chicago. Generally speaking, if a father will start his son out with an insurance policy in his teens instead of having the son wait until he is through college and self-supporting, the son can get a retirement at 65 policy at the same premium he will have to pay for an ordinary life when he is through school. For example, the premium on an endowment at age 65 at age 16 is \$18.58, while at 23 the whole life premium is \$18.70. The father is sold on the idea that the \$130 in premiums he pays for until his son is able to take the insurance, provides the son with \$423 more in cash value at 65 per \$1,000, exclusive of dividends, and meanwhile the father has the life insurance protection on the son while in school.

Policies sold on this plan average \$2,500. The father is first approached and then the child is brought into the picture. It is an especially effective plan for young men entering the business because it enables them to make contacts early and develop them later when the children are out of school and have jobs.

for \$2,000 on the old gentleman (age 62), a \$2500 family income on the son, and a \$1000 20-pay life on the baby granddaughter. The daughter-in-law already had a policy with my company and the mother, now uninsurable, has \$5,000 in another company. Premiums totaled a little less than \$300 annually and initial payments were made in cash.

"The grandmother handled the entire transaction, merely calling her men folks in from the shop next door to sign the applications and to arrange examinations. Incidentally, one other call on an accident and health policyholder on this same trip resulted in a sale of \$2,500 life and another on a former policyholder, a physician, netted a \$5,000 case. I had made this trip to Liberal primarily to 'feel out' this territory after three years' drought to consider advisability of appointing an agent there."

Keep your summer production up to par. Read the back cover of this issue.

### Aggressively Developing State of Illinois Offering Unusual Agency Opportunities

Liberal First Year Commission and Non-forfeitable  
Renewal Commissions

Assistance in the Field Home Office Co-operation

### GLOBE LIFE INSURANCE Co. OF ILLINOIS

WM. J. ALEXANDER, President

An Old Line Legal Reserve Company—Established 1895

40 Years of Continuous Faithful Service  
to Policyholders

Writing Complete Line of Modern Policies with  
All Standard Provisions

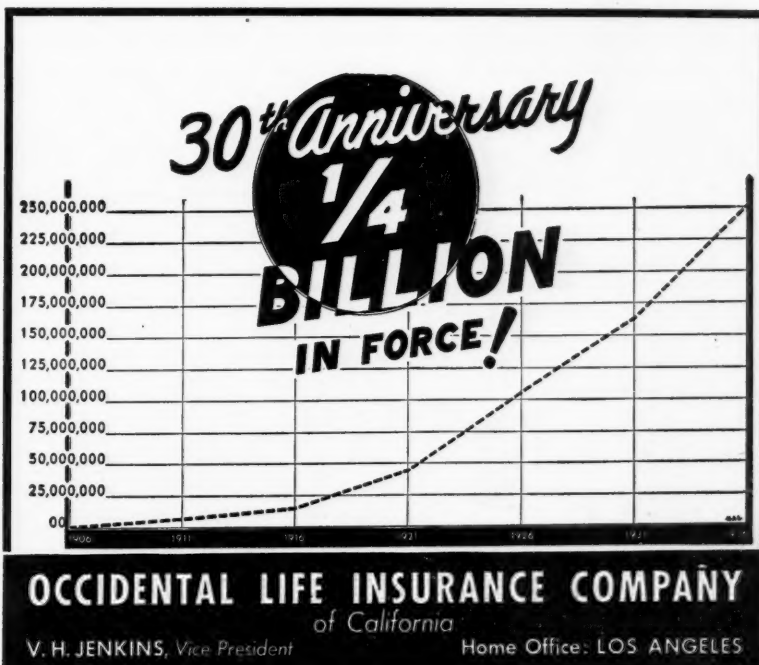
Ages (0-60)

Double Indemnity — Disability — Non-Medical  
Modern Juvenile Contracts Full Benefits Age 5

WRITE US TODAY FOR PARTICULARS

431 South Dearborn Street

Chicago, Illinois



## Many Clashes in Oklahoma Board

(CONTINUED FROM PAGE 4)

with Missouri officials. The move was made in connection with granting 1936 licenses.

Protest was voiced by the president when the secretary insisted upon writing into the minute record of the May 7 meeting, a statement of his policy on insurance matters in the state, as representative of the administration. Secretary Philpott posted the statement into the record claiming the right on point of personal privilege and that the matter was not subject to majority vote by

the board. That body, by vote of the other two members, had ruled that such inclusion should be tabled until the chairman could prepare a reply.

Mr. Read feels that the strained condition under which the Oklahoma Insurance Board is operating, is largely influenced by politics and that after the election July 28, harmony will probably be restored.

To substantiate his belief he points to the recent reduction of fire insurance rates on residence property in the oil drilling zone of Oklahoma City.

The governor charges Read with being for the insurance companies and says Philpott is working for interests of the policyholders. Philpott agrees with Read that conditions within the board are clear and that a better understanding is becoming apparent. He attributes the differences to "peanut politics versus an insurance program neglected in Oklahoma for 15 years," and states that his chief aim has been to properly execute the orders of the board and to float a program that will lead to high insurance standards in Oklahoma.

## Headliners for Boston Program

(CONTINUED FROM PAGE 1)

England Trust Company, and Channing H. Cox, former governor of Massachusetts and now president of the Old Colony Trust Company. One of his brothers is Guy W. Cox, president of the John Hancock Mutual.

Following the Thursday morning session of the convention a luncheon has been arranged for the trust officers and insurance people.

At the Thursday morning session, M. J. Cleary, president of the Northwestern Mutual Life, will deliver the conferment address of the American College of Life Underwriters. "The Changing Attitude Toward Education in Life Underwriting," will be his topic.

McCahan and Huebner

Dr. David McCahan, dean American College, will present the candidates for the C. L. U. designation and Dr. S. S. Huebner, president of the college, will confer the degrees.

As previously announced, there will be three seminar sessions, Wednesday afternoon. These will be conducted by Grant Taggart, well known agent for the California-Western States Life at Cowley, Wyo.; John Morrell, associate manager Equitable Life of New York at Chicago, and Ray Ellis, general agent for the Home Life at New York.

The Taggart seminar will be on "Volume Through Many Applications." The Morrell session will be on "Estate Conservation," and Mr. Ellis will conduct a seminar on "Programming."

Sophia W. Bliven of the Penn Mutual in Philadelphia announces the program of activities for women agents in Boston. On Monday evening they will be welcomed at a dinner which has been arranged by the Boston women agents. Violet Ehlbeck of the State Mutual Life at Boston will be chairman at the dinner and Judge Emma Fall Schofield of Boston, associate justice of the first district court of eastern Middlesex county of Massachusetts, the first woman to sit on the bench in New England, will be the guest speaker.

### Tuesday Morning Session

Sara Frances Jones, Equitable Life of New York at Chicago, who is chairman of the women underwriters' committee, will be in charge of the Tuesday morning session. The speakers at that time will include: Miss Bliven on "Our Opportunities"; Clara L. McBreen, Equitable Life of New York, Cincinnati, on "The Woman's Problem of Economic Independence and Its Solution"; Eleanor Young Skillin, Penn Mutual, Chicago, "Bestirring Ourselves"; and Hubert A. Greaves, professor of public speaking at Yale university, "Personality."

The Boston women's committee will be hostesses at a luncheon during the noon

recess. Eleanor J. Felton, Equitable Life of New York, Boston, will be chairman of the luncheon and the guest speaker will be Sibyl H. Holmes, former assistant attorney general, Boston.

That afternoon Miss Bliven will conduct a sales seminar and Corinne V. Loomis, John Hancock Mutual, Boston, will conduct the Quarter Million Dollar Round Table.

Those who will address the seminar are: Beatrice Jones, Equitable Life of New York at New York, on "Planning"; Alice Roche, Provident Mutual, Philadelphia, on "Direct Mail as a Sales Stimulator," and Helen G. Stewart, Penn Mutual, Philadelphia, on "Sales Presentation."

Fifty women have now qualified for the Quarter Million Dollar Round Table and those expecting to register should get in touch with Miss Loomis.

At the close of the sales seminar and round table, the women will meet for a joint closing session and will hear an address by Dr. Hilda L. Ives of Portland, Me., on "The Art of Living."

## Sees No Hope for Loneran Measure

(CONTINUED FROM PAGE 1)

might prove to have shrunk so much that so large a tax was not required.

For example, if a man has a net estate of \$3,500,000 the federal estate tax would be \$1,172,600. If he were to buy \$1,000,000 of life insurance, he increases his estate to \$4,500,000 and his tax to \$1,657,600. In other words, the million dollars of life insurance, under the present law, is worth only \$515,000, since \$485,000 (the difference between \$1,657,-

000 and \$1,172,000) must be taken to pay the estate tax on the \$1,000,000 of life insurance.

The Loneran amendment, in its original form, would have exempted the entire \$1,000,000 of life insurance from estate taxation. The compromise plan suggested by Mr. Hirst is that the government would split the \$485,000 which would be exempted by the Loneran amendment, allowing the taxpayer a special deduction of \$242,500 if he will agree that that amount will be payable to the government out of his estate regardless of the actual status of the estate at the time of his death.

### Terms of Agreement

He would agree to purchase or assign life insurance payable to the secretary of the treasury, without the right to change the beneficiary or to exercise any of the options, also the policies would provide that in case of default of payment of premium the policies would be deemed to be surrendered rather than extended. If the life insurance were still in force on the taxpayer's death, the estate tax would be calculated in the usual way but there would be allowed a special deduction of \$242,500, provided, however, that in any event, the minimum tax payable by his estate shall be \$242,500 even though he should leave nothing but the insurance. If he should fail to pay premiums so that the insurance becomes surrendered, a certain penalty would go to the government before any of the cash values reverted to the policyholder.

In this way, Mr. Hirst contends, the government would have its quid pro quo. Under certain conditions it would get substantially more than it otherwise would get and for this reason, he believes, it could in all fairness give a man a special allowance by contract.

## WITH INDUSTRIAL OFFICES

### Knights Life in Big Gain; Promotions, Transfers Made

The Knights Life of Pittsburgh during the first six months made a net increase of over \$3,000,000 in industrial and ordinary insurance in force. At the recent "Pittsburgh on Parade" jubilee celebration, without outdoor display and booths held at the entrance of Shelley Park, the Knights Life had a registration of over 7,000 obtained through distribution of souvenirs. Recent promotions and transfers are:

Superintendent E. M. McConnell, Johnstown district to superintendent Altoona district.

Special Canvasser J. E. Blickenstaff from home office to superintendent, Johnstown.

Assistant T. E. Filer, Mt. Carmel district to superintendent, Reading.

Assistant Frank Bauer, Allentown to assistant superintendent, Reading.

Assistant F. R. Sheppard, Rochester to assistant superintendent, Pittsburgh No. 1.

Assistant Stephen Hammel, Reading to assistant superintendent, Allentown.

Assistant C. P. Herrmann, Altoona to assistant superintendent, Rochester.

Agent W. T. Weldon, Mt. Carmel to assistant superintendent, Mt. Carmel.

Assistant Wilbert Harris, Johnstown to assistant superintendent, Altoona.

Assistant J. D. Fitzmaurice, Altoona to assistant superintendent, Greensburg.

Agent F. J. Udoutch, Johnstown to assistant superintendent, Johnstown.

Agent Frank Jabinsky, Mt. Carmel district to assistant superintendent, Mt. Carmel.

### Colonial Life Examiners Meet

A meeting of medical examiners of the Colonial Life in Pittsburgh was attended by about 30 physicians of western Pennsylvania. Various medical subjects were discussed. Dr. Albert S. Irving, recently appointed to the medical staff, was officially introduced to the

group by Assistant Secretary R. B. Evans, and in a brief talk outlined the importance and value of insurance examinations.

### Prudential's New District

The Prudential has opened a new district in Blue Island, Ill., located in the Simons building, 13136 South Western avenue. W. E. Lindquist, formerly assistant superintendent of Chicago No. 1 is superintendent of the new district. He has been with the Prudential since February, 1926, starting as an agent in Chicago No. 1. He was made assistant superintendent in 1929.

### Weatherly Is Feted

Head office executives of the National Life & Accident gave a banquet at Rome, Ga., in honor of C. E. Weatherly, manager there. The occasion was the fact that Mr. Weatherly's district has led the United States for the past three years.

### Injunction Is Dissolved

KANSAS CITY, July 16.—Judge Reeves in federal district court dissolved the temporary injunction against Superintendent O'Malley, preventing him from cancelling the license of the Modern Woodmen. O'Malley assured the court he would not act under the Missouri statute which permits him to refuse a license, but any action would be under the statute, which requires that he give notice, conduct a hearing, which permits appeal. The assurance was made a part of Judge Reeves' order. O'Malley indicated he would proceed against the Modern Woodmen in the license matter within a few days.

W. H. Flanagan, assistant secretary of the life department of the Connecticut General, has just completed 35 years with the company. He has been assistant secretary since 1921, in charge of underwriting.

**BARLUM HOTEL**  
WHERE OLD-FASHIONED HOSPITALITY AWAITS YOU



**810 OUTSIDE ROOMS**  
\$2 A DAY AND UP

**DETROIT**  
CADILLAC SQUARE  
NAMES STREET

**RADIO CITY**  
**VICTORIA**



## NEIGHBORS!

If you want to be just around the corner from the famous Radio City, and only a few steps from the smart shops and theatres, then come to the VICTORIA, one of New York's newest hotels. Enjoy the finest of food too, and conviviality at the newest of bars, get the swing and rhythm of Modern Manhattan!

From \$250 Single  
From \$400 Double  
Suites from \$6.00 to \$15.00

**Hotel AT RADIO CITY**  
**VICTORIA**  
14th AVE. at 51st ST., NEW YORK  
JOHN L. HORGAN - MANAGING DIRECTOR